

10 June 2011

Liberty wins top honours at the annual FIA Awards

Liberty Group won in two categories at the prestigious FIA Awards last night (Thursday 9th June). Liberty was awarded *Long-term Insurer of the Year – Risk Products* and STANLIB was named the *Investment Product Supplier of the Year for Retail Investments*.

These awards are one of the highlights of the year in the industry - winners are selected by 15 000 member brokers, reflecting how intermediaries view key businesses in the industry.

“Liberty has always held the view that our cornerstone product, Lifestyle Protector, is the best quality product on the market, meeting the risk protection needs of customers and this award is testament to that. We recently launched new innovations on this product which have been well received by the market,” says Steve Braudo, CE Liberty Retail SA.

In addition, the group's investment expertise was recognised with STANLIB winning the top position in the Investment Product Supplier of the Year. “Winning in this category is an acknowledgement of the strength of our relationship with our intermediaries and the superior quality of our product offering,” says Thabo Dloti, CE STANLIB.

Liberty was also runner up in the *Long-term Insurer of the Year - Recurring Savings category* and *Investment Product Supplier of the Year - Retail Investments*. Liberty Corporate was shortlisted in the *Employee Benefits Product Supplier of the Year* category. This confirms that our holistic approach to risk and investment solutions is delivering value to our intermediaries and customers,” says Braudo.

For the past 13 years, the FIA annual award has recognised companies that render the best level of service to intermediaries who, in turn, are able to convert that to the benefit of their customers.

Liberty understands that to remain the best in category, their products must be relevant to customers, be market-leading and innovative. Their recent innovation is a world first lump sum disability solution for life - providing continuous, uninterrupted, evolving cover pre and post retirement. In addition Liberty recently launched the Vital Living Benefit aimed specifically at the youth market who might not traditionally purchase risk cover.

“The success of our products is directly related to the quality of our intermediaries and these awards demonstrate the professionalism of our advisers and entrenches the value they bring to us and to our customers. Liberty is honoured to be recognised by the FIA,” concludes Braudo.