

Liberty Holdings Ltd

Fact Sheet



LIBERTY
In it with you

Liberty, with a strong relevant brand of more than 60 years, is one of the **largest provider** of long-term insurance solutions to South Africa's retail affluent market.

Liberty has a unique **bancassurance partnership** with Standard Bank Group, Liberty's largest Shareholder, which **provides synergies and advantages** not available to other market participants.

Liberty's **distribution force** expertly equips customers with knowledge to make financial decisions that **add value** throughout their various life journeys.

Liberty is a **JSE listed financial services group** that offers an **extensive, market-leading range of products and services** to help clients **build and protect their wealth and lifestyle**.

Liberty is a predominantly SA focused business, **supporting Standard Bank's African footprint** through the bancassurance partnership.

A **modern technology plan** for future value.

The **close relationship** with Standard Bank Group positions Liberty as an integral part of a universal financial services organisation **focused on delivering exceptional customer experiences** and superior value across Africa.

Liberty wholly-owned asset manager, STANLIB, is one of the **largest retail unit trust managers** in South Africa, offering compelling investment propositions.

Group Overview



KEY FOCUS AREAS

Aggressively simplify our business as fast as we can

Improve our competitiveness in the immediate timeframe

Transform from a linear value chain business to a platform-based business

Pioneers of the insurance industry

FIRST
Retirement Annuity offering

FIRST
Insurer to build shopping malls

FIRST
JSE-listed Life assurer

FIRST
Insurer to introduce Nurses on the Road

FIRST
To introduce Umbrella Funds

Our purpose and vision

Improving people's lives by making their **financial freedom possible**.

Transforming Liberty to be **the trusted leader** in South Africa and chosen markets by delivering superior value through **exceptional client and adviser experiences**.



Imagine it's possible.



Act with humanity.



Do what matters.

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Value Drivers



► Improve outcomes to clients and the broader market

THROUGH AN EXCEPTIONAL CLIENT AND ADVISER EXPERIENCE AUGMENTED BY TECHNOLOGY, SUPPORTED BY MOTIVATED EMPLOYEES SUSTAINED BY GOOD RISK AND CONDUCT

Resilience in the midst of a crisis

Commitment and dedication from the entire organisation

- Prioritised the safety and wellbeing of employees, and the ability to continue to serve our clients
- The majority of our employees worked from home for 2020
- Employees remain committed and dedicated to servicing clients

Continued serving our clients and evolving to meet their needs

- Accelerated our Digital transformation ambitions
- Provided client and tenant relief measures and flexible payment terms and premium relief measures on risk and recurring investment products
- Liberty Corporate introduced options to reduce financial stress on employers and employees

Empowered Advisers for digital engagement and productivity

- Digital enablement ensured that most advisers could continue servicing and connecting with clients
- Bolstered tele-underwriting capabilities and significantly improved sales channel support
- Adviser retention remained satisfactory

STANLIB provides critical support to our client franchise

- Maintained good investment performance
- Remained resilient with good asset retention in difficult markets
- Higher fee income due primarily to strong cash inflows and favourable investment market performance

Commercial relationship with Standard Bank remains a valuable commercial relationship

- Continued good indexed premium contribution from the credit life business

Committed to financial outcomes and to create future value

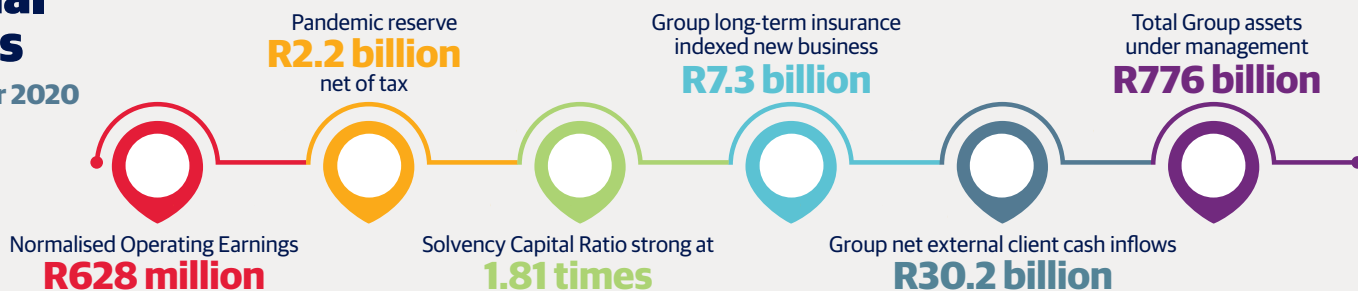
- Maintained Capital strength and invested in key initiatives to build for the future
- Remain committed to our strategy and its execution

Risk and conduct remain stringently managed while supporting communities

- Initiatives have strengthened the group with a focus to continue simplifying our business
- Continued dealing with the Unclaimed Benefits issue

Latest financial metrics

31 December 2020



Quick contacts



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