

Principal objectives

Leadership

To be the market leader in the South African financial services industry by focusing on customer needs and value through innovative insurance and other financial products, professional marketing, sound investment policies and cost-effective administration.

Growth and commitment

To maintain long-term competitive capital growth in policyholders' funds by investing in superior growth-orientated undertakings in order to maximise policyholder bonuses and other client returns in an environment of responsible and risk averse investment strategies.

Wealth creation

To dynamically increase wealth creation on behalf of shareholders, by increasing earnings and dividends per share, at a level in excess of our major competitors and the underlying rate of South African inflation.

Brand essence

“Through its pioneering spirit and innovative financial solutions that meet my challenging needs, Liberty Life protects me and empowers me to realise my dreams.”