

HOLLARD AND 21ST CENTURY LIFE ANNOUNCE PARTNERSHIP

The Hollard Insurance Group (“Hollard”) is proud to announce its partnership with 21st Century Life, a funeral service provider operating from 25 branches across the country. The partnership represents an opportunity for both entities to expand, while leveraging off each other’s complimentary product and service offering.

This collaboration will see 21st Century continuing to develop and market innovative and flexible funeral products, while Hollard, one of South Africa’s leading providers of funeral insurance, will reach new customers. The venture will enable funeral insurance and funeral provision to be brought closer together, in an effort to create a holistic and exceptional customer experience.

“Funeral parlours are held in high regard in small regional communities. Entering the sector through a partnership with a trusted brand like 21st Century Life made great sense for Hollard. 21st Century Life is a progressive, black-owned company which is already a credible administrator and provider of funeral plans. Hollard is looking to access new markets, while retaining and expand the current 21st Century customer base,” **says Sibusiso Ntonga, head of Partner business –Hollard Affinities and Direct**

The new partnership is likely to accelerate insurance distribution through funeral homes, placing both companies in a position to deliver a comprehensive product offering. The new venture is aiming to secure one million customers through its integrated approach.

The deal comes at a time when the funeral industry is undergoing rapid change. Funeral insurance is becoming more regulated and compliance is becoming a major issue for companies seeking growth. “21st Century Life understands it has to adapt to the ever-changing landscape in both the financial services and the funeral parlour industry. Joining forces with Hollard places us in a position to secure our customer base and raise the profile of our offering by associating with a solid, trusted insurance brand, **says Mr Aubrey Mkhabela, founder and owner of 21st Century Life.**

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About the Hollard Insurance Group

As South Africa's largest privately-owned insurance group, the Hollard Insurance Group includes the Hollard Insurance Company, Hollard Life Assurance Company and Hollard Investment Managers. Established in 1980, the Group provides short-term and life insurance as well as investment products to a diverse customer base including individual consumers, commercial entities and corporate clients. It ranks among a growing number of companies advocating an inclusive growth model, measuring its social dividends aside its shareholder contributions.

Since inception, partnership has been at the heart of its business model, with the group today boasting over 100 ventures across the insurance value chain. Each one demonstrates the Hollard belief that there is always a better way.

Headquartered in the historic Villa Arcadia in Parktown, Johannesburg, the group embraces 6 million policy holders in 17 countries on four continents. Hollard employs more than 3000 people across the globe and posted R16.6bn (\$ 1.07bn) in premium income in the year to June 2015.