



*From the  
desk of:*

*Tom Gitogo*  
Chief Executive



PAN AFRICA LIFE

We have a sense for Life

MEMBER OF THE  Sanlam GROUP

January 2014

## Happy 2014!

Evidently, 2013 was a good year for us, both as a business and as a country, something that should not go unnoticed.

### Business environment in 2013

Characterised by the successful ushering in of a new government and the launch of a devolved government among other highlights, 2013 was a unique year to us as a country. The maturity we exemplified in conducting a peaceful general election against the expectation of some was a good example to our peers on the continent and even to the global audience. The new government encountered administrative challenges in the first month of the 3<sup>rd</sup> quarter (first month of the fiscal year) as it sought to downsize ministries and devolve functions to the counties. Consequently, liquidity tightened in the money markets during the period pushing interest rates up and bond prices lower. While this happened, industrial strikes revived adding to the economic strain.

Pleasingly though the economic landscape remained fairly steady during the year. Inflation was largely well managed, remaining at single digit. And although it shot up at the tail end of the 3<sup>rd</sup> quarter in response to the raft of value added tax law amendments, it eased in the 4<sup>th</sup> quarter closing the year at just over 7%.

The discovery of several mineral deposits in various parts of our country such as oil in Turkana, gas in Malindi, gold in Western Kenya and significant underground water (in Turkana) cannot go unmentioned. These if well executed, will have a profound positive impact on our economy in the coming days.

### Charging forward in 2014

The economic environment is expected to remain steady and conducive for growth. I see an economic growth rate of at least 6pc if the central and county governments increasingly invest in infrastructure as opposed to re-current expenditure.

At our business level, we have hit the road running. We are keen on partnering with the counties to ensure our services are spread across the counties and are easily accessible to all citizens. As has been our culture, we will continue to seek operational excellence to ensure we increasingly serve our customers in a modern, efficient and refreshing manner.

I encourage you to talk to us regularly and let us know how we are doing and where we can improve.

## Some of our major successes in 2013

### Insurance Awards

1. Winner – Customer Service Award
2. 1<sup>st</sup> runner up Life insurer of the year (2013)
3. 1<sup>st</sup> runner up - Training award
4. 1<sup>st</sup> runner up - Fraud detection and prevention award
5. 2<sup>nd</sup> Runner up - Risk management award

### FiRe Awards

1. Winner - Insurance Category Award
2. Nominated – Listed companies award

### Major business developments in 2013

1. Launch of our Bima Mkononi, a product distributed and administered via the mobile phone
2. Take off of our bancassurance distribution channel
3. Commissioning of the new life administration system, Thought Express (Pensions and Group Business)

I take this opportunity to thank the entire team at Pan Africa Life (both staff and financial advisors) for a job well done! I am confident that we shall maintain the same spirit to achieve even greater heights in 2014.

I am also grateful to our clients, business associates and other stakeholders for their unrelenting support.

Happy 2014!

Regards,



Tom