



## Press Release

29<sup>th</sup> August 2014

### **Pan Africa Life opens Kakamega Branch**

Kakamega 29th August...Pan Africa opened the doors of its Kakamega Branch at a ceremony attended by various stakeholders from Kakamega County and its environs. This brings to 16 the total number of branches the insurer has in Kenya. Pan Africa currently commands a leading market share of life insurance in the country.

“We carried out a market research that revealed a few fundamental facts: Kakamega county ranks second population-wise after Nairobi at 1.6m people. This indicates the big potential it has to contribute to the country’s GDP” said Pan Africa Chief Executive Tom Gitogo at the opening ceremony. “The survey also indicated that Kakamega is very vibrant with economic activities, most notably farming, which probably explains why the county also receives the 4th highest amount in revenue allocation. Our business strategy incorporates getting our services as close as possible to our existing and potential customers, it therefore makes business sense to open this branch today.”

Pan Africa started underwriting life business in March 1947 and has grown to a significant financial services group with interest in asset management, property and investments today” said Mr. Gitogo.

The branch opening was preceded by a free cancer screening and awareness campaign done in partnership with Masinde Muliro University, the county government of Kakamega and other partners. To date, Pan Africa has facilitated the free screening of more than 2700 people countrywide in the campaign dubbed Pan Africa Cancer Challenge.

His Excellency Prof. Philip M. Kutima, Deputy Governor also graced the occasion

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