

life agenda

Caring. Connected. Committed. Courageous.

VOLUME 4 | ISSUE 2 | Q'4 2023



Botswana Life



Botswana Life

Insurance Symposium 23'

The first-ever Botswana Life Insurance Symposium,

where stakeholders and industry
leaders engaged and shared
expert advise on insurance and
financial planning.



Life is full of rewards!

Life is best enjoyed when you reward yourself. Share a 48 second clip telling us why your week was special and you could stand a chance to win amazing prizes.

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Ts & Cs Apply.



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INSURANCE SYMPOSIUM

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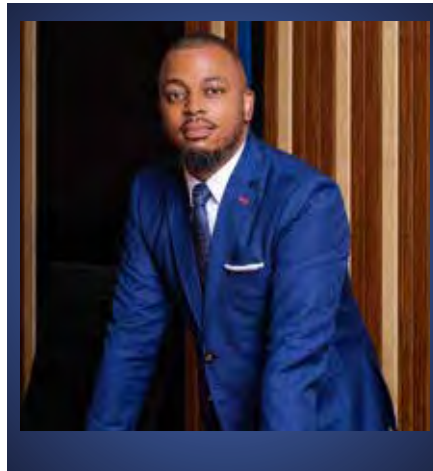


Editor's Note

Botswana Life Insurance Limited (Botswana Life) continues to reassert herself as the unfathomed life insurance business in Botswana as an inter-surance financial leader. A 100% subsidiary of the BIHL Group (the latter listed with the Botswana Stock Exchange), Botswana Life has set herself over the last 48 years since her establishment in 1975 to provide . Fast forward to 2023, Botswana Life has repurposed her attributes and has not lost her ranking as Number 1 in Botswana, to date subscribing 7/10 Batswana and people living in Botswana within the insurance space. Its exciting that Botswana Life has developed and segmented her market to develop the following sub brands;

- ✿ Botswana Life Liferewards and Loyalty Programme
- ✿ Botswana Life Affluent
- ✿ Botswana Life Retirement Annuity Fund
- ✿ Botswana Life Fiduciary Services

Reverting to 2022, Botswana Life paid over **P2.4 BILLION** in claims and benefits and contributing significantly to livelihoods and business across. A giant under the trailblazing Botswana Insurance Holding Limited (BIHL) Group, the business has never serviced and provided for Batswana the way it has. With over 6 branches and 2 satellite business, Botswana Life is responsible for Botswana's socio-economic prosperity in country wide and still has been unrivaled for the best since inception. The Company's investment in Botswana's economy over the last 48 years is proportionate with its size and success, and is demonstrated through various projects including property developments, the holding of Government and corporate bonds which exceed P5 Billion. The bonds represent loans to businesses in Botswana, which are facilitating the growth of private businesses as well as



Gabriel Tlagae
Public Relations, Communications
and Marketing Manager

- Reverting to 2022, Botswana Life paid over **P2.4 Billion** in claims and benefits and contributing significantly to livelihoods and business across.

job creation, infrastructure development and many other economic activities.

Botswana Life estimated market share of over 71% has been built over time through hard work, resilience and a keen interest in sustainability and creating value. The Company is currently managing a file size of over 311,000 policies and has an Annual Recurring Premium in excess of P2.8Billion as at 2021. Botswana Life is proud of its contribution towards employment creation, currently employing over 600 direct agents, 1000 sub-agents (employed by brokers) and 450 employees. With over 12,000 people receiving their monthly pensions from Botswana Life, the company is amongst the largest, if not the leading payer, of occupational pension benefits in Botswana.

From Botswana Life, the Life Agenda newsletter aims to provide an update front on all her business offerings. Not only that, but the business has also been seen the need to support the government's financial literacy having instigated a literacy programme on RB2 spanning over 6 years, foot front on social media and affording the first ever Training Academy, the business has gone forth to educate Batswana in all issues insurance with the first ever Insurance Symposium. Further, Botswana Life has seen her Chief Executive Officers head the Insurance Institute of Botswana (IIB) and the Association of Life Underwriters Botswana (ALUB).

Proud in her foot steps, Botswana Life has led all insurance entities in Botswana with launching a digital front providing convenience and bridging the gap within communities. This issue of Life Agenda Newsletter comes at a time to educate on all progressive developments under the BIHL Group flagship brand. We see Ms. Neo Bogatsu taking head as the Executive Director, chartered lounges and unmatched products development as the only incountry Life Insurance business with her own Actuarial division.

Enjoy the read and be sure to share feedback to marketing@bil.co.bw

Please log any queries on policies through our online platforms



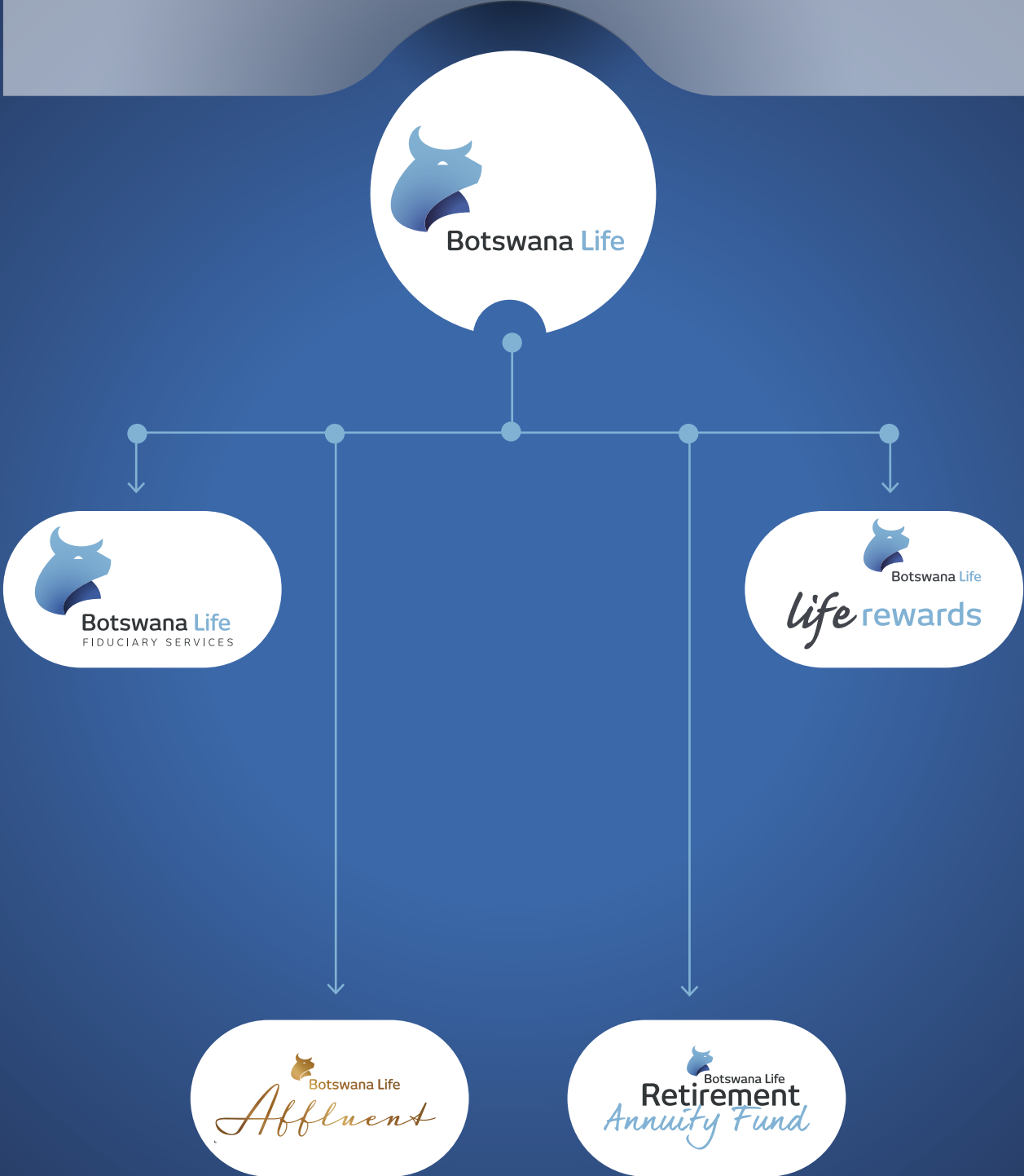
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Understanding Botswana Life





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Enjoy an **extraordinary** life,
with a plan that delivers.

Get life cover that pays you **120%** of your Life premiums back after **15 years**, and offers a unique choice of benefits in Botswana Pula or US Dollars.

- Cover starts from P100 000 to P100 000 000 or USD equivalent
- Option to extend benefit cover to spouse or partner

Botswana Life, here for life and more.

Call 362 3700, SMS "Poelo Whole of Life" to 17337, go to botswanalife.co.bw or contact your Broker or Financial Advisor

*Terms & Conditions apply



Botswana Life

Botswana Life Insurance Symposium 2023

Understanding and Addressing the Insurance Protection Gap

Botswana Life proudly commemorated a remarkable achievement, with the successful inauguration of the Botswana Life Insurance Symposium 2023. The exceptional event served as a gathering ground for distinguished industry experts, thought leaders, and stakeholders, fostering a dynamic platform for profound discussions.

This Inaugural symposium saw panelists and attendees delve into the critical theme of "Understanding and Addressing the Insurance Protection Gap (IPG)." The Insurance Protection Gap is the difference, between the amount of insurance cover that is economically beneficial to a person or entity and the amount of insurance cover that was purchased by that person or entity. The Insurance Protection Gap in Botswana is a major societal concern that requires mitigation.

Honoring the Keynote Address by CEO of NBFIRA, Oduetse A. Motshidisi

The presence of the Non-Bank Financial Institution Regulatory Authority (NBFIRA) CEO, Oduetse Motshidisi, was a distinct honor that graced the symposium. Mr. Motshidisi delivered the keynote address, enriching the Botswana Life Insurance Symposium with invaluable insights from the financial regulatory perspective. His keynote address set the stage for the profound discussions that followed.

Panel Discussions Unveiling Invaluable Insights

Panel Discussion Topic 1: Understanding and Addressing the Insurance Protection Gap

The first panel, skillfully moderated by Johannes Van Schalkwyk, COO of BIHL, featured a distinguished lineup of panelists: Valentine Ojumah, former Sanlam Nigeria CEO, Fitzgerald Dube, Marsh Botswana, Managing

Director and Maxwell Mokoka, Fiducia Advisory General Manager. The panel engaged in a profound exploration of the depth of the IPG in Botswana, deliberating upon the indispensable infrastructure, resources, and measures imperative for narrowing this gap to the socio-economic benefit of Botswana.

During the session, Johannes Van Schalkwyk underscored the pressing need for collaborative and regulatory endeavors to close the IPG. He emphasized the significance of crafting insurance products tailored to meet clients' specific needs, harnessing the potential of digital tools and platforms to enhance insurance accessibility, and ensuring that clients possess a comprehensive understanding of the products they acquire.

Panel Discussion Topic 2: Protecting Your Inheritance Through Estate Planning

The second panel, under the astute moderation of Thabiso Nkile, Botswana Life Affluent Segment Specialist Manager, delved into the pivotal subject of safeguarding one's inheritance through meticulous estate management. Distinguished panelists included Ame Masuku Legal Consultant, Modisane Correia, Refilwe Mogwe, Botswana Life Fiduciary Services Corporate Legal Attorney, and Thapelo Borekilwe, Executive Director, Kingsway.

The discussion unveiled the inadequacies in will drafting preparations in Botswana and the ensuing conflicts related to wills and testaments.

Panelists deliberated the absence of mandatory laws governing proper estate planning. They accentuated the significance of provisions in wills for honoring the deceased's intentions and underscored the pivotal role of executors in asset distribution. The panel also shed light on inheritance taxes and strategic approaches for their reduction.



**Panel Discussion Topic 3:
Navigating Shifting Demographics with
Comprehensive Wellness, Health Insurance and Life
Insurance Strategies**

Panel 3, expertly moderated by Frank Dalo, BIHL Group Chief Actuary, featured a distinguished panel comprising; Moraki Mokgosana, Botswana Medical Aid Society (BOMAID) Principal Officer and CEO, Dr. Khumoetsile Mapitse, Pulamed Principal Officer and CEO, Dr. Malaki Tshipayagae, Sidilega Consultant Surgeon, and Omolemo Monyatsi, Botswana Life Actuarial Analyst. Frank Dalo emphasised the leading causes of deaths in Botswana, with heart diseases and cancers claiming a significant number of lives.

Dr. Tshipayagae attributed these statistics to lifestyle changes, as Botswana progresses towards affluence. The discussion underscored the shift from infectious diseases to non-communicable diseases, driven by sedantary lifestyles and factors such as alcohol and tobacco consumption. The panel emphasised the role of prudent lifestyle choices in life expectancy and elucidated their impact on insurance premiums.

**Panel Discussion Topic 4:
Digital Agendas in the Insurance Industry**

The final panel, moderated by Teko Moumakwa, BIHL Head of Technology and Innovation, featured Mthabisi Bokete, Digital Natives Founder and CEO, Tshepo Tsheko, inqBotswana, Managing Director, and Tavonga Muchuchuti, Xavier Africa, Managing Director. Building upon the earlier discussions, this panel delved into the pivotal role of digital platforms in alleviating the Insurance Protection Gap.

Panelists accentuated the significance of customer onboarding through digital platforms to acquire precise client information for tailored coverage. Moreover, they explored the vital realm of financial literacy and how digital strategies can enhance it, elucidating its pivotal role in financial planning.

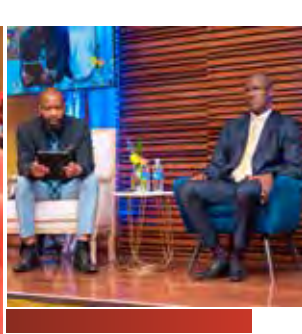
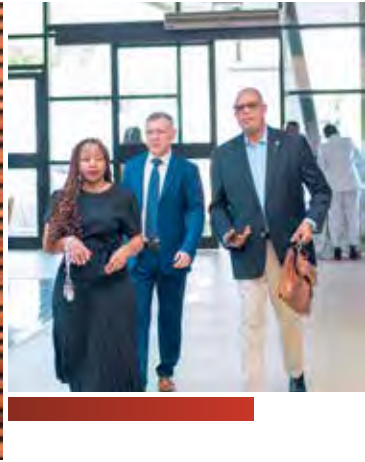
Closing off...

The inaugural Botswana Life Symposium undeniably emerged as a resounding success, with robust representation from the entire insurance industry.

As we conclude the year's symposium, we eagerly anticipate even greater prospects for the future.

Botswana Life extends heartfelt gratitude to all participants for collectively illuminating the path toward a brighter future for the industry.







Botswana life
Contact Centre

Need to know more? Or you just need a helping hand?

No matter how big or small, we're here to listen. Contact our Call Centre at **36 23 700**



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From the Service Desk

Your Life Insurance Policy: A lifeline for the Future.

As your trusted life insurance provider, we understand the importance of safeguarding your future and that of your loved ones. In this article we would like to shed light on the significance of preserving your policy and refraining from surrendering or cancelling your policies prematurely. Preserving your life insurance policy is an investment for your family's future. Life insurance is more than just a financial product; it's a safety net that offers protection and peace of mind for your family when you are no longer there to provide for them. While we understand that financial circumstances may change, we urge you to carefully consider the following alternatives before taking any decision to cancel or surrender your policy.



Adjust Coverage: Explore options to adjust your coverage by either reducing the number of covered persons, reducing the cover amount or to reducing your monthly premium while still maintaining an essential level of protection.

Partial Withdrawals/ Encashment: For investment policies, you have the option to encash up to 50% of the policy value should a financial need arise.

Delete/Reduce Annual Premium Increase: This option allows you to maintain a fixed monthly premium that does not increase on an annual basis.

Remember that life insurance is not just a financial product it's a legacy of love and protection for those you hold dear. If you have any questions or concerns about your life insurance policy, please do not hesitate to contact us. Our team of experts is always available to discuss your policy, understand your concerns and find solutions that align with your current needs.

#TrustTheBeatenPath



Documents Required For Claims

To make sure that you get fast and efficient service, please make sure that you have the following documents, and you are KYC compliant.

FUNERAL/ DEATH CLAIMS

- ☼ Certified or original copy of the death certificate of the deceased
- ☼ Valid omang of the claimant if a citizen of Botswana/ a valid passport for foreign nationals
- ☼ Certified or original copy of birth certificate where the beneficiary is a minor and doesn't have an ID
- ☼ Proof of account- Liferewards card/ Recent copy of bank statement/payslip/ bank account confirmation letter for EFT payments
- ☼ Identification document within 6 months validity i.e., Certified Oman for citizens; Certified Passport including work and residence permit or exemption for foreign nationals; Certified Refugee Identity card for refugees
- ☼ Proof of source of funds/income i.e. payslip (not older than 3 months) or recent 3 months bank statements or a letter from employer (older than 3 months).
- ☼ 3. Proof of residence i.e., utility bill (not older than 6 months)/ valid lease agreement (within lease period); letter from employer (not older than 3 months); letter from Tribal Authority; Affidavit from Commissioner of Oaths; Title Deed: Council rates receipt
- ☼ Certified Birth Certificate for policies taken out under the name of a minor child.

CASHBACK /MATURITY/ENCASHMENT/ REFUND CLAIMS

- ☼ Valid omang of the claimant or passport for non-citizens
- ☼ Valid liferewards card or a recent copy of bank statement/ payslip/bank account confirmation letter
- ☼ Kyc compliance is required for all claims.

Please note that if you are not KYC compliant, please provide the following documents as well:

To check your KYC status please visit our website www.botswanalife.co.bw and login or signup for the customer portal which allows you to view your KYC status and policy details.

Customer Portal

■ The is an enhancement on our customer portal. This allows clients to book appointments online. Clients are given a variety of options to chose from any of the timeslots available. This allows for a more structured engagements with our clients and we hope that it will help with branch congestion. This service is available to all clients that are registered on the customer portal.



Customer Portal:
customerportal.botswanalife.co.bw



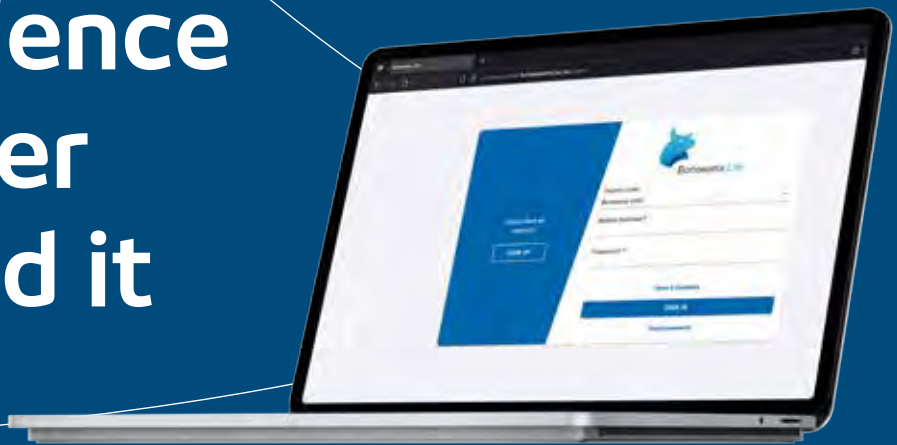
Clients WIFI

We have commissioned WIFI for our clients at all our branches. This open connectivity allows our clients to be online, explore our digital offerings, get on our applications (customer portal, mobile app etc) and browse the internet while they wait to be assisted by our advisors.



Customer Portal

Convenience
whenever
you need it



Access our Customer Portal for convenience:
customerportal.botswanalife.co.bw

- Update your KYC
- Check your policy status
- Take up new policies
- Download policy documents
- Confirm premiums due



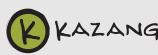
Botswana Life



Mosako Funeral Policy

Ensure your loved ones are covered

Pay for your **Mosako premiums** through your preferred mobile network:



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Complaints Procedure



We value you...

If you are not satisfied with our service, you may escalate your complaint / query as follows:

1 Regional Branch Manager

Mall Branch
Turnstar Building
(Next to Nandos)
Main Mall
P/Bag 00296, Gaborone
Tel: 371 4900
Fax: 318 1602 / 03

Francistown Branch
Botswana Life House
P/Bag F283, Francistown
Tel: 241 3581 / 241 3325
Fax: 241 4614

2 Senior Operations Manager

Botswana Life Insurance Limited
Plot 66458,
Fairgrounds Office Park
P/Bag 00296, Gaborone
Tel: 364 5100
Fax: 390 5884
Email: clientservices@blil.co.bw

3 Group Chief Operations Officer

BIHL Group
Plot 66458, Block A, 3rd Floor,
Fairgrounds Office Park,
Gaborone
Tel: +267 3707400
Fax: + 267 3973705

4 Chief Executive Officer

BIHL Group
Plot 66458, Block A, 3rd Floor,
Fairgrounds Office Park,
Gaborone
Tel: +267 3707400
Fax: + 267 3973705

5 NBFIRA

Non-Bank Financial Institutions Regulatory Authority
Chief Executive Officer - CEO
3rd floor Exponential Building
Plot 54351 New CBD, Off PG
Matante Road, Gaborone
P/Bag 00314, Gaborone
Tel: 310 2595 / 368 6100
Fax: 310 2376 / 310 2353
Email: info@nbfira.org.bw

Breast Cancer Awareness day

Breast cancer is a disease that affects millions of people worldwide. However, we can make a difference in the fight against it by embracing the power of pink. Join us today in raising awareness and supporting those who are battling this disease. Together, we can help make a positive impact in the fight against breast cancer.



Our Growing Footprint Across The Nation

We offer 7 branches and 2 satellite offices across the country, including a mobile office for further outreach. We are determined that everyone who needs our help can access Botswana Life services, and take comfort in knowing that we are here for Batswana, and will always be committed to them.

Our branch network makes it even easier for customers to be serviced at the nearest branch, at their convenience. This is where they will submit claims and pay their funeral premiums.

ENHANCING OUR SERVICE OFFERING THROUGH STRATEGIC PARTNERSHIPS

We have also partnered with FSG to increase our foot-print. FSG has over 40 branches and satellite offices across the country, allowing all members to pay their premiums and submit claims at their own convenience.

BOTSWANA LIFE BRANCH NETWORK

HEAD OFFICE

Plot 66458, Block A
Fair Ground Office
Park P/Bag 00269,
Gaborone
Tel: 364 5100
Fax: 390 5884

GABORONE BRANCH

Turnstar Building
Main Mall
Private Bag 00296
Gaborone
Tel: 3188977
Fax: 3181602/03

PALAPYE BRANCH

MAM Estates
Unit 3/4
PO Box 10449
Palapye
Tel: 4922332 Fax:
4922416

FRANCISTOWN BRANCH

Botswana Life House
P/Bag F283, Francistown
Tel: 241 3581/ 241 3325
Fax: 241 4614

LOBATSE BRANCH

Plot 474/5/61st
Khama Avenue
Private Bag 105,
Lobatse
Tel: 533 1422 Fax:
533 1423

SELIBE PHIKWE BRANCH

BBS House
Private Bag 0081
Selibe Phikwe Tel: 261
4226 Fax: 261 5834

MAUN BRANCH

Ngami Centre
Private Bag 140
Maun
Tel: 6860129 Fax:
6860126

RAILPARK MALL BRANCH

Plot 4716
Shop No. G30/31/33 Rail
Park Mall, Gaborone Tel:
3645100

SATELLITE OFFICES

JWANENG BRANCH

Plot 2325, Main Mall
Tel: 5883012
Fax: 5883013

KASANE BRANCH

Chobe Commercial Centre
Tel: 625 0776 Fax: 6520980

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Our contact Centre number is 3623700

Botswana Life Executive Team



Neo Bogatsu
Executive Director -
Retail



Kudakwashe Mukushi
Group Executive -
CFO



Thomas Masifhi
Group Executive -
Distribution and
Stakeholder Management



Haig Ndzingo
Finance & Company
Secretary



Patricia Raditholo
Executive Head -
Compliance, Risk and Legal



Frank Dalo
Executive Head - Actuarial



Johannes Van Schalkwyk
Group Chief Operations
Officer



Neo Ndwapi
Head of Human Capital
and Culture

Botswana Life Board Members



Kobus Vlok
Acting Chairman



Philippus Rudolph Van Rooijen



Andrew Willis Cartwright



Catherine Kate Maphage



Kopanang Thekiso



Mmoloki
Funeral Plan



Laela masika le ditsala ka Mmoloki

Iponne **10%
cashback** morago
ga dingwaga
tse tlhano (5) ka
Mmoloki Funeral
Plan.

WhatsApp Chatbot

Meet Mosa,
your personal
insurance assistant



WhatsApp "Hi" to
+267 75 257 556 to get started.



Botswana Life

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Botswana Life bags Four Globally Recognized Awards



We are proud to be awarded the following accolades:

Global Brands Magazine (GBM)

- ▶ Most Admired Financial Services Brand
- ▶ Most Innovative Insurance Brand, Botswana-2023

Global Banking and Finance Review 2023

- ▶ The Next 100 Global Companies

Global Brands Magazine (GBM) is one of the largest brand publications in the world. Each year, GBM conducts a series of awards for companies that have stood out among the industry leaders, demonstrating exceptional service and a unique vision. This is the 11th Edition of the Awards.

This year, The Global Brands Magazine has conducted the Insurance Awards that were specially established to honour excellence in performance across industries. Our CEO, Mr Ronald Samuels has also been awarded Excellence in Business Development by Global Brands Magazine for the exceptional leadership he demonstrated in the past year. In addition to this treble of awards, Botswana Life has been recognized as one of the 'The Next 100 Global Companies', by the Global Banking and Finance Review 2023.

Botswana Life company stood out amongst its very competitive industry associates, all of whom demonstrated unique and exceptional service delivery towards evolving insurance sectors. Botswana Life Insurance Limited has been awarded this honour for its exceptional commitment to Innovation, Quality, Branding Activities, and Customer Service & Performance providing a robust system in Botswana.

A Culture of Compliance is No Longer Just a Nice-to-Have



To introduce the subject matter, it may be necessary to explain what compliance is in short. Compliance means adhering or conforming to set standards, rules, or procedures. It could be company operational policies or contracts, regulatory requirements, and industry codes.

A Compliance function in an organization is responsible for the management and oversight of compliance risk management in line with compliance methodologies. Overall, Compliance gives assurance to management and stakeholders that the business operates within the confines of the law, rules, regulation as well as set standards in order to achieve its strategic goals.

As the role of compliance continues to become more central to any business operation, financial services sector entities are increasingly starting to realize the merit of investing in a sustainable compliance culture from an early stage. At a global level, Chief Compliance Officers are becoming a popular in-house fixture, in addition to outsourced compliance consultancy work. For most, it is the much-needed opportunity to ensure dedicated responsibility for not only understanding and applying regulations, but also ensuring and instilling a culture that highlights the value of business ethics.

Companies that embed positive ethics and compliance practice within their corporate culture typically enjoy stronger returns through employee and customer loyalty; they oftentimes see a subsequent increase in brand reputation and affinity, which can sometimes translate into higher shareholder returns. Investing in a strong compliance culture lays the foundation for effective internal controls, which stand to be beneficial for fit and proper clearances by regulatory bodies, particularly in the financial services space, and for successful audit. Furthermore, it provides assurance to all interested parties in a business including confidence with investors and shareholders. Compliance Officers may identify and mitigate risks or possible threats that save companies' potential loss in the form of regulatory penalties and even reputational damage.

Effective compliance culture cuts across the business. Management of compliance risk must be realized in three broad levels:

- First line of defense: these are the business functions that own and manage risk by ensuring robust controls, checks and balances are embedded in the business operational processes.
- Second line of defense: the business functions that provide guidance, oversight, and compliance expertise to support the 1st line with compliance methods and standards to fulfil their role. This includes compliance and risk management functions; and
- Third line of defense: this is the internal/ external audit function that provides independent assurance by checking and evaluating compliance risks and controls.

I read a piece on Forbes by Thomas Sehested, that proves wholly relevant here, and which got me thinking about the issue of compliance

adoption. "The importance of compliance needs to come from the top down in order for businesses to avoid white-collar crime, corruption and other missteps. A tone must be set from the top. Compliance and legal departments are working overtime on these matters, but it can't only be up to them. All members of your organization -- and that includes contractors -- must understand why compliance matters."

Often dismissed in the past as bureaucrats or as box-tickers who hampered progress, businesses are now starting to truly understand the importance of compliance in ensuring that corporate governance best practice is in place, and sustainably so. According to a report by Deloitte on Ethics and Compliance, "An ethical culture is the core element of an organization's ethics and compliance programme".

In the insurance space, the need for compliance protocols could not be greater, whether delivered through a dedicated function or embedded within another function in the business. It provides for greater focus on ensuring regulatory and statutory constructs are being adhered to and provides a platform for innovative thinking on how to proactively engage business' protocols and practices.

As the financial services industry develops, the regulatory landscape in Botswana has changed rapidly over the past few years in order to align with international standards and practice. For instance; the most significant of these changes has been the introduction of stringent financial services laws relating to money laundering and financing of terrorism, being the Financial Intelligence Act and its Regulations of 2019,

as well as the introduction of IFRS 17, just to name a few. It therefore goes without saying that it is high time that businesses in the non-banking financial services self-administer such an imperative function. If it stands to strengthen the industry and boost consumer confidence, then surely it is an investment worth making. The cost may be deterrent but critical in saving potential costs that could be avoided further down the proverbial road.

Not every business is the same or operates in the same way. Some may need compliance to work as a dedicated function, whilst others can embed the function into another existing operation. Perhaps the question we need to ask ourselves, is why we are not actively pursuing these considerations and opportunities sooner rather than later. It is no longer simply about ensuring we work within the confines of the law, for that is required of us already in every way. It is about going beyond and doing business better, at a standard we hold ourselves to which is infinitely higher.

Ethics and compliance are vital to sustained business success and growth and nurturing the kind of culture that has this at the fore. Compliance is no longer a nice-to-have, but a true imperative, that may well spell the difference between a successful business and one which simply satisfies only one aspect or need of the market and/or consumer.

In my view, all our stakeholders; employees, customers and our communities deserve businesses that always strive to uphold high ethical standards in a compliant environment.

This thought Leadership piece was authored by **Patricia Raditholo** at Botswana Life Insurance Limited

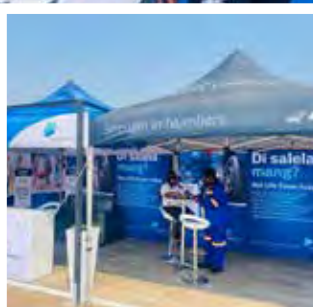
Proud Diamond 2023 Sponsor of the Orapa Diamond Golf Challenge

- Bifm, Botswana Insurance Company, & Botswana Life, subsidiaries of the BIHL Group are thrilled to be participating at the prestigious Orapa Diamond Golf Challenge.

This exciting partnership signifies our unwavering commitment to supporting excellence in sports and community engagement. The Orapa Diamond Golf Challenge, renowned for its tradition of excellence and sportsmanship, brings together golf enthusiasts, industry experts, and corporates from around the country.

Speaking at tonight's welcome dinner, Mr Thomas Masifhi; the Group Executive - Distribution and Stakeholder Management stated that this strategic partnership offers the BIHL Group a unique opportunity to connect with like-minded individuals who value competition, integrity, and the pursuit of excellence. Through this collaboration, we aim to foster a sense of community and celebrate the spirit of golf, a sport that transcends boundaries and unites people from all walks of life.

This sponsorship aligns seamlessly with the BIHL Group's core values, which include a commitment to social upliftment, & health. We look forward to using this platform to build relationships, showcase our dedication to excellence, and contribute to the success of this remarkable event.



Global Expo

- Botswana Life secured a stall at the 2023 Global Expo where a trusted team of Financial Advisors tended to questions and queries from the general public looking to learn more about our suite of products





Northern Trade Fair

Well done
team!

In June this year, Botswana Life Insurance Limited was awarded 2nd place in the Insurance category after participating at the Business Botswana Northern Trade Fair.

Let us take this time to acknowledge and appreciate our Botswana Life team members that represented the brand.



Botswana Life





Affluent Lounge
- Open on
Saturday

We are excited to announce that our prestigious Affluent Lounge is now open on **Saturdays** from **09:30hrs to 12:30hrs**.

As a trusted Financial Advisor, you can now book appointments to use the Affluent Lounge on Saturdays, allowing you to schedule meetings and consultations at a time that suits your clients lifestyles.



INSURANCE | FINANCIAL PLANNING | RETIREMENT | INVESTMENT



Botswana Life is a member of the BIHL Group

Botswana Life Affluent in collaboration with Brown and Company Attorneys hosted their clients to an evening engagement to provide insights, into where the worlds of financial expertise, legal wisdom, and insurance protection converge.

It was more than an event, it was a gateway to where affluence meets assurance and an engagement premised in insuring your legacy is well planned out and secure.



Proving the Value of the Marketing Function

By Gabriel O. Tlagae
Botswana Life: Public Relations,
Communications and Marketing Manager



In a world that is constantly changing, where consumer preferences shift rapidly, marketing emerges as the guiding force that shapes businesses' destinies and drives them towards growth and success. Marketing is not just a department within an organization; it is the heartbeat that pulsates the company's identity, known look and feel, branding, corporate acumen, creativity and bringing the strategy to a known form. With the fast track we see the 4th Industrial Revolution forging, innovation to position brand, business offering and indeed what the innovation of the business embodies.

Marketing is often known as a Support Function within much of Botswana's organisations but its worthy to note that the latter bridges and connects businesses with their customers, forging meaningful and lasting relationships. From much of Marketing professionals, there is often a need/ challenge of proving the true value it affords or brings to the corporate strategy of each company. At an introductory glance, marketing is the catalyst for growth and revenue generation. By understanding the needs, desires, and pain points of target audiences, Marketing creates demand for products and services offered by the business. This in leu, driving sales and propelling the business forward. Through strategic alignment and effective creative campaigns, marketing can significantly impact an organization's financial success.

Moreover, marketing is the art of storytelling. The craft itself creates a narrative that resonate with target audiences and stakeholders at large, evoking emotions that inspire, connect,

and persuade the need for the commodity. The stories marketing narrates become the essence of brands, creating loyal and passionate brand advocates who champion message far and wide. Couple that with a propelling Public Relations narrative, the synergy is seemingly! You often want to couple the last duo with Corporate Communications and that details a whirlwind storyboard that builds and positions for strong end stakeholders receive. The brand equity built through marketing efforts translates into trust and authenticity, fostering lasting connections with our customers.

In this digital age, marketing has evolved into a data-driven powerhouse. Through advanced analytics and key performance indicators (KPIs), we can measure and showcase the impact of our strategies and campaigns. This data-driven approach enables us to optimize our efforts and demonstrate the tangible return on investment (ROI) we deliver to the organization. Customer insights and market research are the bedrock of effective marketing strategies. By understanding our customers' preferences, behaviors, and evolving needs, we can tailor our offerings to deliver genuine value.

Customer-centric marketing not only drives loyalty but also generates positive word-of-mouth, expanding our customer base organically. Beyond financial success, marketing plays a critical role in building brand equity and competitive advantage. A strong brand sets us apart from our competitors, commanding higher value and loyalty from our customers. It becomes a beacon of trust and reliability that attracts new customers and retains existing ones. Marketing also holds the key to driving positive social change. Purpose-driven marketing campaigns can make a meaningful impact on society, showing that businesses can be a force for good. As marketing professionals, we have the power to use our influence to advocate for social causes and make a positive difference in the world.

In summation, marketing is the lifeblood of our organization. It is not just a department or a function; it is a strategic force that shapes the destiny of our business. By aligning marketing goals with business objectives, showcasing measurable results, and leveraging customer insights, we can prove the undeniable value that marketing brings to the organization. As we continue on our journey, let us embrace innovation, creativity, and data-driven insights to strengthen our impact. Let us be the storytellers, the brand builders, and the agents of positive change. Together, we will illuminate the path to success and pave the way for a thriving and prosperous future. Thank you for your attention, and let us move forward with renewed determination to prove the value of the marketing function.

Now, as we explore the impact of marketing in the context of Botswana, let us shine a light on the significance of insurance marketing in this unique and vibrant nation. In Botswana, life insurance is more than just a financial product; it embodies a promise of protection, security, and peace of mind for families and loved ones. As the Public Relations, Communications and Marketing Manager for Botswana Life, I have had the privilege of ensuring that there is an infusion the latter injects into campaigns, creating messages that resonate with the hearts of our audience. The art of storytelling takes on new dimensions in Botswana's life insurance marketing. We have the power to weave narratives that reflect the dreams, aspirations, and concerns of individuals and families. By incorporating elements of Botswana's cultural values and traditions, we humanize our marketing efforts, establishing a strong emotional bond with our customers.

Transparency and education play a vital role in Botswana's life insurance marketing. By providing clear and accessible information, we empower individuals to make informed decisions about their financial future. As we build trust and credibility, we contribute to a culture of responsible financial planning. Botswana's life insurance marketing is not just about selling policies; it is about empowering lives, strengthening families, and building a secure future. By infusing our marketing strategies with the essence of Botswana's cultural values, we become agents of positive change, making a meaningful impact in the lives of the people we serve.

As we continue on our marketing journey, let us remember that our role goes beyond promoting products; it is about enhancing the well-being and prosperity of the people of Botswana. Together, let us harness the power of marketing to create a brighter future and empower the lives of all those we touch. From each one of you as we celebrate the profound impact of marketing in Botswana and beyond. Botswana Life has illuminated a legacy path, leaving a fulfilling empowerment and positive privilege and change to her client especially and the stakeholder foot front at large.



Five Tips to help you avoid financial self sabotage



Co-authored by Nosipho Itumeleng Moyo, PR, Communications and Marketing Specialist at Botswana Life Insurance Limited in collaboration with Lee Hancox, Head of Channel and Segment Marketing at Sanlam Connect

As the year draws to a close, our vision boards may serve as a mirror to the dreams and goals we set at the beginning. It's an opportune moment for a reflective review, a time to assess what we've accomplished and what still lies ahead. Often, amidst this contemplation, we come face to face with the specter of financial self-sabotage – a phenomenon that can cast a shadow over our unfulfilled financial plans. In this current moment of reflection, Lee Hancox, Head of Channel and Segment Marketing at Sanlam Connect, illuminates five indispensable strategies to help you steer clear of financial self-sabotage. These steps offer a roadmap to transform your financial aspirations into present-day realities.



1 Plan with Purpose: Having a well-structured plan is crucial. Hancox emphasises that “failing to plan means planning to fail.” This applies especially to finances. To overcome financial self-sabotage, set short, medium, and long-term goals, and create a detailed plan to achieve them. A financial planner can be a valuable partner in this journey.



2 Stick to a Budget: A budget is essential to understanding your financial situation. Hancox warns that “not budgeting will leave you in the dark.” Knowing your income and expenses is vital for financial stability. A well-crafted budget acts as a guide, helping you make informed financial decisions.



3 Avoid Unnecessary Debt: Impulse purchases can lead to financial trouble. Hancox advises against buying beyond your means. While it may be tempting to use debt for immediate

gratification, it often leads to more significant problems in the long run. Instead, prioritize disciplined saving and careful planning for your purchases.



4 Practice Delayed Gratification: In a world of instant gratification, Hancox highlights the value of patience. While quick rewards might seem satisfying momentarily, long-term financial stability and success come from patient, strategic planning.



5 Make Saving a Priority: Viewing saving as a crucial part of your financial strategy is essential, according to Hancox. Treat saving with the same importance as your other financial commitments. This mindset shift can build financial resilience and protect you from unexpected challenges.

Achieving financial fulfillment requires determination, wisdom, and a proactive approach. By working with a financial planner, gaining a comprehensive understanding of your financial situation, avoiding unnecessary debt, embracing delayed gratification, and prioritising saving, can pave the way to financial freedom.

BOTSWANA LIFE

Annuitants Engagement

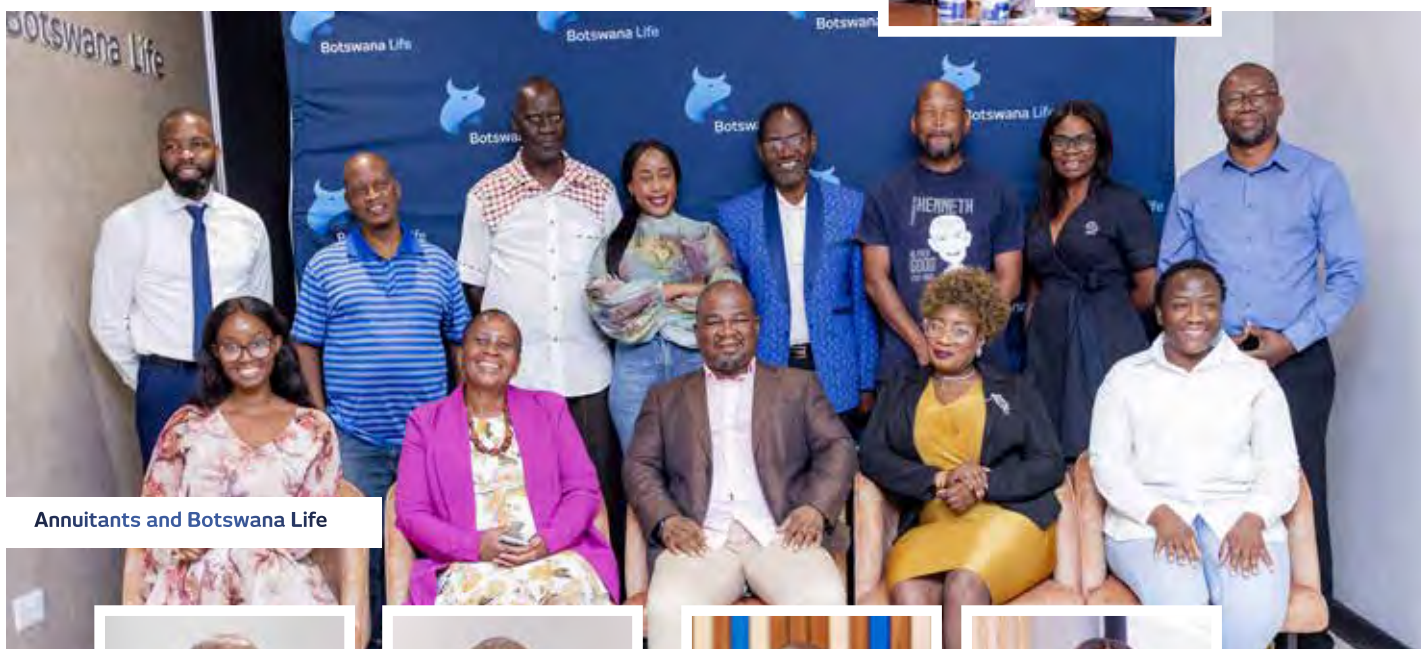
Speaking at the Botswana Life Annuitants Engagement held in Gaborone, BIHL Group Business Development, Distribution and Stakeholder Executive Head, Thomas Masifhi reiterated the value derived from ensuring that the business updates her Annuitants on the progress to ensuring return on investment. From Masifhi's update was the BIHL Group's cemented triple fold subscription to the coffers that fund the leading life insurer. Along with Frank Dalo, BIHL Group Executive Head of Actuarial, sentiments resounding on the bespoke benefits of insuring with Botswana Life is purely on return value proposition.

Botswana Life hosted over 20 annuitants at her head office and amongst the key speakers, Relationship Manager, Cynthia Seithiro spoke to the need to ensure frequent updates to these specific stakeholders. "Over 11,000 annuitants are retained by Botswana Life" said Paphidzani Tamuhle -

Concluding, Neo Bogatsu, Botswana Life's Executive Director reassured living the promise by Botswana Life in ensuring such traits are long lived.



Neo Bogatsu



Annuitants and Botswana Life



Thomas Masifhi



Frank Dalo



Paphidzani Tamuhla



Cynthia Seithiro



Planning Your Legacy: The Significance of Creating a Will

As we journey through life, we amass valuable possessions, cherish countless memories, and build meaningful relationships with loved ones. But what about after we depart from this world? Fear not, for a will holds the key to preserve and protect these treasures forever. It's your legacy—safe, secure, and ever-lasting.

Why Do You Need a Will?

A will is a legal document that allows you to dictate how your assets and possessions will be distributed after your passing, addressing the question: "Di Salela Mang". Think of a will as a special message from you, making sure your hard-earned wealth and personal treasures go to the people you care about most. It brings comfort and peace to your loved ones during tough times, honouring your heartfelt desires.

The Consequences of Not Having a Will

Not having a will can lead to several significant consequences:

Intestate Succession: If you die without a will, your assets will be distributed according to the Intestate Succession Act of Botswana. This means that your assets may not be distributed in the way you would have wished, potentially causing disputes among your family members.

Delays and Costs: Failing to create a will can result in a time-consuming and expensive process of asset distribution. This may require legal procedures, court hearings, and administrative complexities, placing a burden on your loved ones during an already challenging period.

Guardianship of Minors: Having a will is crucial, especially if you have young children, as it enables you to designate a legal guardian of your choice to care for them in case of your passing. In the absence of a will, there is a risk that your children may end up being cared for by individuals whom you would not have preferred to take on this responsibility.

Family Disputes: In the absence of a clear will, disputes and disagreements may arise among family members over who should inherit which assets. This can lead to strained relationships and unnecessary conflicts.

Botswana Life Fiduciary Services - Your Partner in Preserving Your Legacy

At Botswana Life Fiduciary Services, we deeply appreciate the significance of safeguarding your legacy and ensuring the well-being of your loved ones. To assist you in this crucial endeavour, we proudly provide free will drafting services. Our team comprises of compassionate and proficient professionals who will guide you through the process of creating a comprehensive will with care and understanding.

The Benefits of Drafting Your Will with Botswana Life Fiduciary Services:

Expertise: Our team of experts are well-versed in the legal complexities of will drafting, ensuring that your will is valid and tailored to your specific requirements.

Customization: We will work closely with you to understand your unique circumstances and wishes, helping you to structure your will to distribute your assets according to your preferences.

Peace of Mind: By creating a will, you can rest assured that your legacy will be passed on smoothly, avoiding potential disputes and legal challenges for your loved ones.

Professional Support: Our team will be with you every step of the way, providing guidance and assistance throughout the will drafting process.

In conclusion, having a will is of utmost importance for all. It empowers you to safeguard your legacy, protect your loved ones, and ensure that your assets are distributed according to your wishes. At Botswana Life Fiduciary Services, we are committed to helping you leave a lasting legacy and secure a brighter future for your family.

Reach out to us today to find out more about our free will drafting services. It's the first step to ensuring your legacy lives on in the most beautiful way possible.

Phone: +267 371 4975/ 5201




Email: fiduciaryservices@blil.co.bw



While you focus on life, we'll find the best investment that suits your needs.

Put your money to work with the help of our seasoned portfolio managers. From as little as **P200 p/month**, you can invest in a Bifm Unit Trust Fund

Get in touch:

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The pursuit is not driven by he, she or we, it's **driven by US.**

Forging one's own path is never easy. Whether it's building a business, a home or a legacy, we could all do with a little help along the way. The same goes for our clients and customers. As the BIHL Group, we have spent the past 48 years helping individuals, communities and businesses realise their goals, ambitions and dreams. Whether it's wealth and insurance management or social support and security, there is nothing a collective can't achieve.

Together, we make it happen to improve livelihoods!

Trust the beaten Path

#ImprovingLivelihoods #TheBeatenPath


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