

Life Agenda Newsletter

ISSUE 0012025



Celebrating 50 Years of Building Legacies





EDITOR'S NOTE

A Legacy Of Protection, A Future Of Possibilities

Tsitsi Makgekggenene

For half a century, Botswana Life has stood as a trusted partner in protecting what matters most to Batswana, their families, their livelihoods, and their dreams. Our journey has always been about more than policies and payouts; it has been about creating a legacy of protection that endures across generations. As we celebrate 50 years of service, we are reminded that the future we build must be one of possibilities, where every child can access education, every family feels financially secure, and every community benefits from the hope and dignity that protection brings.

This vision drives our innovations, such as EduCare, which ensures children's education is uninterrupted, and Poelo Whole of Life, which provides lifelong cover that adapts with you. These solutions reflect our commitment to addressing real challenges faced by Batswana today while preparing for tomorrow. But beyond products, our true strength lies in our people and our partnerships. It is in the advisors who walk side by side with clients, in the communities we uplift through CSR, and in the trust placed in us by millions of Batswana over the decades. Together, we are shaping a future where protection is not just a promise, but a lived reality.

As we look ahead, our mission remains clear: to continue building legacies of protection, while unlocking possibilities for generations to come. Thank you for being part of this journey, the best is yet to come.



Botswana Life Launches Two Innovative Life Insurance Solutions to Secure Botswana's Future

As Botswana Life Insurance Limited (Botswana Life) celebrates its 50- year legacy of financial security and trust, the company has introduced two groundbreaking insurance solutions tailored to the evolving needs of Batswana families: Poelo Whole of Life – Age Related Escalations and EduCare.

Both products were officially launched as part of Botswana Life's commitment to future-fit life insurance, addressing the demands of modern consumers who seek greater certainty, flexibility, and value in an uncertain world.

Poelo Whole of Life – Age Related Escalations Protection that Grows with You

Poelo Whole of Life – Age Related Escalations is designed for individuals looking to protect themselves and their loved ones with a policy that evolves with life. The product allows policyholders to access up to P100 million in life cover, with escalating benefits linked to the age of the policyholder. With low initial premiums, a 120% premium payback after 15 years, and no waiting period, the product offers peace of mind alongside long-term value.

"This is not just life insurance, it's a life solution," said Neo Bogatsu, Executive Director Retail at Botswana Life. "With Poelo Whole of Life – Age Related Escalations, we're giving customers a product that adapts as their responsibilities grow. Whether it's starting a family, advancing in a career, or planning for legacy, this product grows with you, in the sense that when you are younger your pay a lower premium but as you mature and your income increases, your premiums too can increase."

Optional cover enhancements also include spouse life cover, disability, and funeral benefits, making the product highly customisable to each policyholder's needs.

EduCare: Built for Your Child's Future

In parallel, EduCare is a family-focused policy that ensures children's education needs are covered, regardless of life's uncertainties. With cover of up to P10 million, the plan includes monthly premiums from as low as P200, and key benefits such as:

- **30% premium cashback if no claims are made,**
- **Cover for death and permanent disability,**
- **Emergency Medical Evacuation through partners such as Thuso 992 and EA 991.**

"This product is designed with children in mind, but it speaks to every parent's deepest desire: to give their child a secure future, no matter what," added Bogatsu. "With EduCare, Botswana Life is investing in the next generation through protection that prioritises education and the need for parents to leave a meaningful legacy for their children."

A 50-Year Legacy, a Future-Facing Promise

As Botswana Life marks its 50th anniversary, the company continues to strengthen its position as Botswana's trusted life insurer by adapting to the realities of a new generation. While legacy is built over decades, Botswana Life is focused on innovation and relevance—ensuring its products meet current market needs without compromising long-standing values.

Both Poelo Whole of Life – Age Related Escalations and EduCare are now available through Botswana Life's nationwide network of financial advisors and digital platforms. Clients can access assistance by calling +267 362 3700, emailing clientservices@blil.co.bw, or visiting www.botswanalife.co.bw.



Botswana Life's Classic Run Back and Bigger than Ever.

Celebrating Well-being, Legacy and Community

The Botswana Life Classic Run National Half Marathon, took place on Sunday 24th August 2025. This exciting event was more than just a race, it was a celebration of health, endurance, and the spirit of togetherness that has defined Botswana Life for over 28 years.

As a company that is committed to being the people's partner in every facet of life, Botswana Life continues to champion initiatives that promote holistic well-being. The Classic Run National Half Marathon featured a 5km Fun Run, 10km Challenge and 21.1km Half Marathon, ensuring that there was something for everyone, from seasoned runners to first-time participants.

The 21.1km and 10km races featured exciting prize monies and exclusive opportunities for top performers.

Prizes were as follows:

- 21.1 km :P25,000 (1st place), P20,000 (2nd place), and P15,000 (3rd place), with the male and female champions also earning a fully sponsored trip to the prestigious 2025 Sanlam Cape Town Marathon on October 19.
- The 10km: P15,000, P10,000, and P8,000 for the top three finishers in each gender category.

To commemorate the simultaneity of Botswana Life's half-decade anniversary and the Classic Run, the '50mins for 50' activation runs were taking place every Thursday in Gaborone, Palapye, Francistown and Maun concurrently, leading up to the main event on the 24th of August. What truly made this a hallmark event, is the support Botswana Life has garnered from its partners and sponsors.

Fearless Fitness Club, Lifecycle Events and Timing, Botswana Athletics Association, Botswana Police Service, Access Bank, Sesiro Insurance Company, BOMAID, UB Radio Station, GabzFM, MVA and Brave Heart have all demonstrated the significance of unity and community to the success of all daring endeavours.

One of the key themes permeated through the airwaves at the activations was "Pedestrians are road users too". This message was reiterated by the Botswana Police Service, urging runners to remain alert at all times and motorists to remember that pedestrians have the right to use the road and arrive safely at their destinations. Protecting and securing the lives of Batswana is nothing new to Botswana Life. "We are excited to have this year's Classic Run because it is a platform that encourages wellness, community

spirit and evokes awareness concerning road safety," remarked Neo Bogatsu, Executive Director Retail at Botswana Life. "It's our way of celebrating life and giving back to the communities that have trusted us for over 50 years"

For 50 years, Botswana Life has stood as a pillar of trust, security and national pride, walking and running with Batswana hand-in-hand through every season. Since its establishment in 1975, Botswana Life has run its race faithfully while moulding the life insurance landscape, supporting dreams and championing lives magnificently.

This golden anniversary we honour every stride taken, every life safely guarded and every future secured over the past five decades and for many more decades to come.

Empowering Policyholders Through Smart Self-Service Digital Solutions

10.20



**Say Hi to Mosa at
+267 75 257 556**

As Botswana Life marks 50 years of trusted financial leadership, we continue to evolve how we serve our customers by embracing technology that delivers greater convenience, speed, and control. Today, we are proud to highlight the strides we have made in transforming customer experience through our enhanced self-service digital solutions, built to meet our policyholders where they are, whether on mobile, online, or in branch.

Introducing Mosa: Your AI-Powered WhatsApp Assistant

Say hello to Mosa, our intelligent, always-available WhatsApp assistant. Simply message +267 75 257 556, and Mosa will securely guide you through your insurance journey using your registered mobile number along with your Omang or Passport.

Through Mosa, policyholders can instantly access:

- Policy Overview:** View policy number, status, commencement and maturity dates, servicing branch, coverage term, and premium end date.
- Premium Details:** Check your current premium, arrears, last paid date, overpaid amounts, payment method, and total policy value.
- KYC Compliance:** Confirm whether your account is compliant or non-compliant, with guided prompts to upload required documents.
- Policy Documents:** Download full policy benefits, schedules, and supporting documents instantly.

No queues. No waiting. Just clarity, confidence, and control, anytime, anywhere.
Smarter Branch Experience with the New CVM System

While digital channels continue to transform service access, our physical branches remain a vital support hub. That is why Botswana Life has rolled out a fully revamped Customer Visit Management (CVM) system across all branches to deliver a smoother, faster, and more efficient in-branch experience.

Our enhanced CVM solution offers:

- Self-Service Kiosks to allow customers to check in quickly and manage their visit independently.
- Smart Queuing and Digital Displays to reduce waiting time and improve transparency.
- Real-Time Performance Insights enabling our teams to respond faster and allocate resources efficiently.

This innovation ensures that every branch visit feels seamless, organised, and stress-free, because your time matters.

A Future-Ready Customer Experience

These advancements reflect Botswana Life's continued investment in technology-driven service excellence, designed with stability, security, and sustainability at the core. From AI-powered conversations to in-branch digital innovation, our goal remains simple: to make every interaction easier, faster, and more empowering for our policyholders.

The future of service is here, and it puts you first.



Launch of the Monkgogi Funeral Plan

The launch of the Monkgogi Funeral Plan was a major milestone for Botswana Life, representing both product innovation and a reaffirmation of its leadership in the Botswana market.

Product overview & significance

- The Monkgogi Funeral Plan was officially unveiled on 14 October 2025.
- The product name "Monkgogi" translates to "my rescuer in a time of need".
- It offers a suite of benefits tailored to the real needs of Batswana families: cover for up to 23 family members, flexible coverage levels (from minimum cover P10,000 up to P100,000 or more), packages (Bronze, Silver, Gold) and embedded benefits such as pregnancy premium holiday, double accidental cover, family income cover, waiver on death/disability until age 65.
- Importantly, it reflects Botswana Life's 50-year heritage, its strong market share (69% market share noted) and its commitment to staying ahead with product innovation.

Launch highlights & framing

- At the launch event, Botswana Life's Executive Director Retail (Neo Bogatsu) emphasized that Monkgogi is more than a funeral plan, it's a dignified protection solution that addresses real family-needs and lifecycle challenges.
- The product was positioned as "helping you protect when loss comes, while also offering living benefits", highlighting a shift from purely indemnity-based funeral cover to a broader protection/legacy model.
- The launch received media coverage and was clearly branded as a new era in funeral cover in Botswana, a strong brand communications moment for Botswana Life.

Why this matters

- Funeral cover is a key offering in Botswana Life's portfolio and is a highly visible, emotionally significant product for families. By redefining this space with Monkgogi, Botswana Life strengthens its value proposition.
- The added benefits (premium holidays, return of premium, flexibility) align service and product with the "generations" narrative: not just about covering death, but about financial peace of mind across lifetimes.
- The launch helps reinforce Botswana Life's market leadership, product innovation credentials and its intention to be relevant for current and future generations.





Navigating 2025

Economic Trends: What It Means for Insurance and Financial Security

The Shifting Economic Landscape

As we move deeper into 2025, Botswana's economy, like much of the world, is shaped by shifting dynamics: rising living costs, global market uncertainty, the push for digital transformation, and a growing middle class that is both aspirational and cautious. These trends are reshaping how households spend, save, and protect themselves financially.

For insurers, this is not just an observation, it is a call to action.

Trend 1: Rising Cost of Living & Education

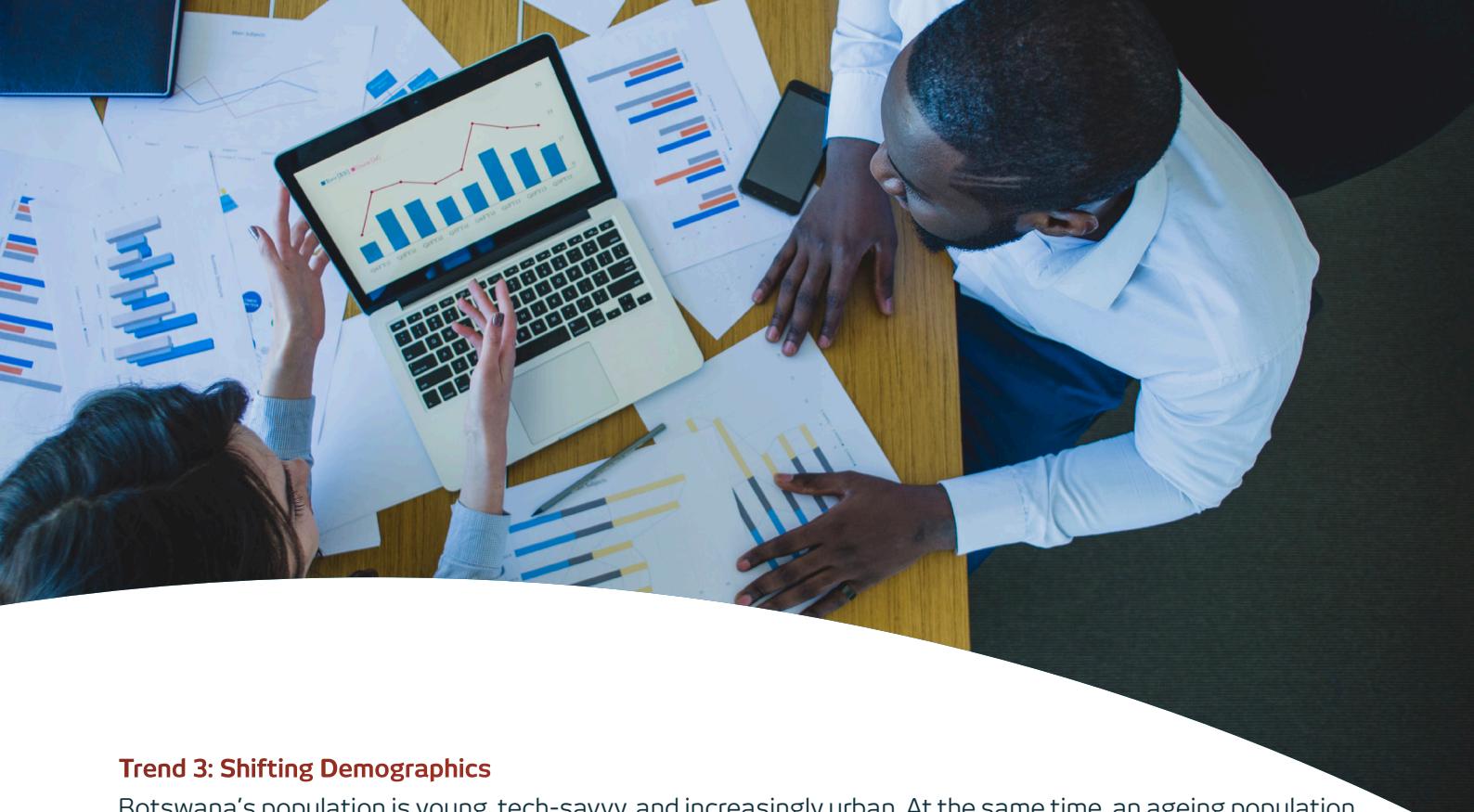
Inflation and escalating education costs continue to place pressure on household budgets. Families are seeking smarter, more flexible financial tools that don't just help them save, but also guarantee continuity. This is where solutions like EduCare and Isago Educator come in meeting both the immediate need for planning and the long-term assurance of protection.

Takeaway: Insurance must evolve from being "optional" to being seen as a shield against economic shocks.

Trend 2: Digital Transformation & Customer Expectations

Customers now demand convenience, speed, and transparency. From WhatsApp chatbots to online portals, the winners in financial services will be those who meet customers where they are in real time, on digital platforms, with simple language and seamless experiences.

Takeaway: Digital is no longer an add-on. It is the frontline of customer trust.



Trend 3: Shifting Demographics

Botswana's population is young, tech-savvy, and increasingly urban. At the same time, an ageing population is creating demand for retirement and health-focused products. The duality of these demographics means insurers must design for both: youthful aspirations (education, first home, entrepreneurship) and retirement security.

Takeaway: Product innovation must serve today's hustle and tomorrow's dignity.

Trend 4: Financial Inclusion Imperative

While progress has been made, many Batswana remain uninsured or underinsured. High entry barriers and perceptions of affordability have kept some communities out of the financial safety net. The challenge, and opportunity lies in creating inclusive, affordable, and flexible products that demystify insurance and prove its value in everyday life.

Takeaway: Insurance must move from the boardroom to the village kgotla; accessible, relatable, and relevant.

Trend 5: Climate & Global Risks

From climate shocks to global market volatility, risk is no longer predictable. Families and businesses need resilience and insurance is at the heart of that resilience. Beyond claims, insurers must take the lead in risk education, preparedness, and financial resilience strategies.

Takeaway: The role of insurers extends beyond payout to prevention and partnership.

Botswana Life's Response

At Botswana Life, we see these economic trends not as threats, but as opportunities to deepen trust and relevance. By innovating with products like EduCare, enhancing digital service platforms, strengthening financial literacy initiatives, and expanding our CSR footprint, we continue to build legacies that withstand uncertainty.

Our promise is simple: whatever the economy brings, we remain your partner in protection, dignity, and hope.



Budgeting for the Festive Season

Smart tips to help you enjoy the holidays without breaking the bank

1. Plan Ahead

Start with a simple budget. List expected expenses like gifts, food, travel, entertainment and set limits for each. Planning helps you avoid last-minute splurges.

2. Prioritise Experiences Over Extras

Holidays are about memories, not price tags. Choose affordable family activities like picnics, local events, or volunteering instead of overspending on costly outings.

3. Shop Smart

- **Compare prices before buying.**
- **Take advantage of festive discounts but avoid impulse buys.**
- **Consider group gifting for big-ticket items.**

4. Save as You Spend

Set aside a small portion of your budget for January “back-to-school” or new year expenses. It eases the post-festive financial pressure.

5. Use Insurance Wisely

Make sure valuables like your car, home, and even your health are properly covered. Unexpected events during the holidays can cost more than planned, insurance provides a safety net. Final Thought?

The festive season is a time for joy, not financial stress. With a bit of planning and discipline, you can celebrate freely while keeping your finances intact.



Protection that grows with you

Poelo Whole of Life Age Related Escalations is a lifetime insurance solution designed to provide **financial protection for your loved ones** with guaranteed cover that lasts for life. It offers flexible premium options, the ability to extend cover to your spouse or partner, and a cash-back benefit after **15 years** making it a reliable and long-term investment in your family's future.

Benefits:

- Provides guaranteed cover for the entire life of the policyholder.
- Choose between different premium escalation options based on your affordability and growth needs.
- Option to extend coverage to your spouse or partner under the same policy.
- Receive **120% of your premiums** back after **15 years**, offering a savings component.
- No Waiting Period on Natural Death.
- Sum assured of up to **P100 million**.
- Especially under **Poelo Whole of Life Age Related Escalations** enhancement, premiums start low and grow with age, aligning with income progression.
- Suitable for covering funeral costs, estate planning, wealth transfer, and ensuring loved ones are financially protected.

Because life changes — let your cover grow with you.



Talk to a **Financial Advisor** today.
For assistance, call **+267 362 3700**
Email: clientservices@blil.co.bw
Website: www.botswanalife.co.bw

* Terms and Conditions Apply



Botswana Life



Secure their future, no matter what!

Life's uncertain, your child's future doesn't have to be. With coverage of up to **10 million**, you can ensure that your child will receive the education that they deserve, no matter what life throws your way.

- Monthly premiums from as low as **P200**
- **Up to P10 million** cover for death and permanent disability.
- 25 years of coverage
- Receive **30% of your premiums** if you outlive the policy.
- **Emergency Medical Evacuation** benefits - Thuso 992 & EA991

Honour your commitment to your child, even when you're not there



SMS "**EduCare**" to **17337** or call the
Botswana Life Contact Centre on **362 3700**

* Terms and Conditions Apply



Botswana Life

EduCare FAQs

1. What is the lowest premium I can pay?

- You can start your coverage with a premium as low as P200.

2. Does the policy pay school fees directly to my child's school or it pays off a lump sum in the event of my death/disability?

- In the event of your death/ disability, the policy will pay out a benefit to the beneficiary (s) listed which can then be used to pay school fees.

3. How many children am I allowed to cover in one policy?

- This policy is designed to provide financial protection for the policyholder's children/beneficiaries by ensuring continued support for their education in the event of the policyholder's passing. The policy covers the individual that is responsible for paying their children's school fees.

4. How much cover can one get under this policy?

- A client can choose from P300,000 to P10,000,000 cover.

5. What is a Survival benefit?

- A survival benefit is a benefit that is paid out to the policyholder in the event that they survive until the end of the policy term. This benefit is only paid out provided the insured life is still alive at the end of the policy. On the EduCare policy, it is equal to 30% of the life cover premiums the client has paid.
- This benefit helps policyholders meet financial goals such as education, retirement, or major expenses while they are still alive, rather than only providing a payout upon death.

6. What are differences between my Poelo term assurance policy and EduCare policy?

Product / Feature	Poelo Term Assurance	EduCare / EduCare Exclusive
Purpose	Range of uses for client: <ul style="list-style-type: none">• Loans and Mortgages• Financial Protection• Income Replacement• Charitable Contributions• Keyman Insurance	• Used only to cater for children's school fees
Life Cover	Range from P 100,000 to P100 million	Range from P 300,000 to P10 million
Emergency Medical Evacuation	Thuso 992 and EA991 are compulsory	Thuso 992 and EA991 compulsory
Capital Disability	Optional and ranges from P 100,000 to P100 million	Compulsory Range from P 100,000 to P10 million
Cashback	Optional Return of premium pays 120% of Life cover premiums after 15 years	Compulsory survival benefit paid at end of policy term. Policy term starts from 5 years to 25 years.
Accidental Death Benefit/ Funeral Benefit/ Family Commuter/ Premium Waivers/ Dread Disease	Optional Additional Benefits are available	Not available

7. Can I receive the survival benefit if I terminate the policy before the agreed policy term?

- No. This benefit is only paid at the end of the policy term, provided the policyholder/insured life is still alive.

8. What happens if I miss a premium payment?

- If you miss paying your premium, your policy may lapse, and benefits of the policy will fall away. The policy will lapse if you fail to pay 4 monthly premiums in the most recent 6 months or if 10 months premiums remain unpaid over the life of your policy.

9. Can I extend my policy term should I survive to the end of the initial term?

- At the end of your policy term, you will receive your cover amount as a lump sum plus a survival benefit in the case of your survival. The survival benefit will be equal to 30% of the premiums you have paid over the life of the policy. You can then get a new EduCare policy if you wish to continue cover under this policy.

10. Are there any exclusions or limitations to the coverage?

- Yes, there are exclusions to the coverage, and these can be found in the policy terms and conditions. Some of these exclusions include:
 - Failure to completely and truthfully answer the questions asked by Botswana Life when the policy was issued,
 - failure to provide Botswana Life with any material information before the policy was issued.
 - Suicide or attempted suicide committed in the first 12 months of your policy commencement.
 - Claims arising from committing a crime.

Poelo Whole of Life

Age Related Escalation FAQs

1. What is the lowest premium I can pay (as little as how much)?

- You can start your coverage with a premium as low as P200.

2. At what percentage will my premiums increase each year?

- You have the flexibility to choose how much your benefits will increase each year: 0% (no increase), 3%, or 6%. Your premiums will also gradually increase as you age, but you'll have the opportunity to plan ahead for these changes.

3. Are the premium payments for life or is there an age where I can stop paying while I remain covered?

- You may choose to stop paying premiums at the ages of 65, 70 or 75 years, and you will continue to be covered after stopping at the age you choose. Additionally, you have the option of paying premiums for the duration of your lifetime.

4. Will my premiums grow with my age or grow with my income?

- Your premiums will increase each year based on your age and your chosen benefit growth rate. This growth is gradual and predictable, giving you a chance to plan your finances accordingly.

5. What impact will removal of some benefits have on my monthly premium?

- Removing some benefits from your coverage will decrease your monthly premium payments.

6. How does my coverage grow over time?

- You can customise your coverage to suit your needs. Your benefits can increase by 0%, 3%, or 6% each year, and you can start with a minimum sum assured of P100,000, increasing it all the way to P100 million. You can adjust your coverage anytime and add benefits like spousal life cover or a return of 120% of your premiums after 15 years.

7. Can I change my coverage growth rate once the policy starts?

- Yes, you can adjust your coverage growth rate at any time to meet your changing needs.

8. What happens if I miss a premium payment?

- If you miss paying your premium, your policy may lapse, and benefits of the policy will fall away. The policy will lapse if you fail to pay 4 monthly premiums in the most recent 6 months or if 10 months premiums remain unpaid over the life of your policy.

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 - Claims arising from committing a crime.



Bosa Hospital Cash Plan

Life's unpredictable, your finances shouldn't be!

Life can be unpredictable but planning for uncertainties can make things easier. With **Bosa Hospital Cash Plan**, being hospitalised can help with financial obligations.

- **No Claim Bonus:** Receive 10% of your premiums every 3 years.
- **ICU Coverage:** Get a 50% increase in benefits if you're in the ICU.
- **Family Protection:** Double benefit if more than one family member is hospitalized due to the same accident.
- **Extended Stay:** Up to 100 days of continuous hospital coverage with benefits between P50,000 and P200,000.

 Talk to a **Financial Advisor** today.
For assistance, call **+267 362 3700**
SMS "**BOSA**" to **17337**
Email: clientservices@blil.co.bw
Website: www.botswanalife.co.bw

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INSURANCE | FINANCIAL PLANNING | RETIREMENT | INVESTMENT



Botswana Life

Botswana Life is a member of the BIHL Group



Living Our Promise: Excellent Customer Service

At Botswana Life, we believe that great insurance goes beyond policies and premiums, it is about people, care, and trust. Every day, our teams embody the Botswana Life promise, by providing service that is responsive, empathetic, and life-changing.

Going the Extra Mile

When a client needed urgent assistance with a funeral claim over a weekend, our service team coordinated outside normal hours to ensure the family received timely support. What could have been a long, stressful wait turned into a seamless process allowing the family to focus on healing, not paperwork.

Personalised Care in Action

One of our financial advisors recently visited a retired client in their home after they expressed difficulty traveling to the branch. They not only assisted with the policy update but also took time to explain options in a clear, reassuring way. The client described the experience as "insurance made human."

Fast, Efficient, Reliable

In another case, a client submitted documents for a hospital cash claim and received their payout within 48 hours, a turnaround time that far exceeded their expectations. Stories like these show that Botswana Life doesn't just talk about excellent service; we live it.

The Promise in Practice

These stories are not exceptions, they are everyday examples of how Botswana Life delivers on its brand promise. We are proud of our staff who consistently show that customer service is not a department, but a culture of care.

With Botswana Life, you are not just a client you are family.

Advisor Spotlight – Celebrating Botswana Life FAs (client to assist with information and images of FAs)
We profile outstanding Financial Advisors who embody passion, professionalism, and customer care. Their stories highlight how advisors don't just sell products but actively shape the financial security and futures of families across Botswana.



www.botswanalife.co.bw