



Value of the intermediaries

August 2021

Strategic Overview

OBJECTIVES

BUSINESS OBJECTIVE

Drive further business through the Intermediary channel for Personal Lines, Commercial Lines and Specialist insurance portfolio.

MARKETING OBJECTIVE

Reinforce Santam's relationship with its intermediaries by keeping Santam top-of-mind as the expert insurance solution of choice for their clients.

COMMUNICATION OBJECTIVES

1. Drive awareness of Santam's partnership with, and commitment to, intermediaries over the ages.
1. Increase consideration through highlighting Santam's service, expertise and innovation.

AUDIENCE & INSIGHT

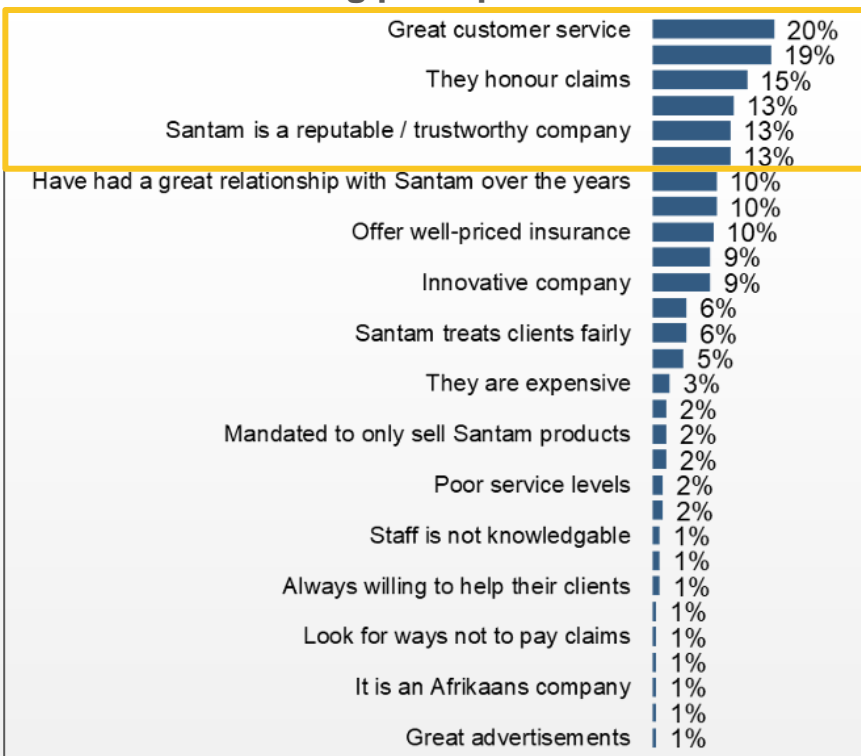
All Intermediaries

- Predominantly white and older men.
- Emerging younger, black and female intermediaries who we need to appeal to.
- Our intermediaries are specialist risk advisors across a range of short-term solutions and industries.
- We need to demonstrate that we understand and appreciate this.

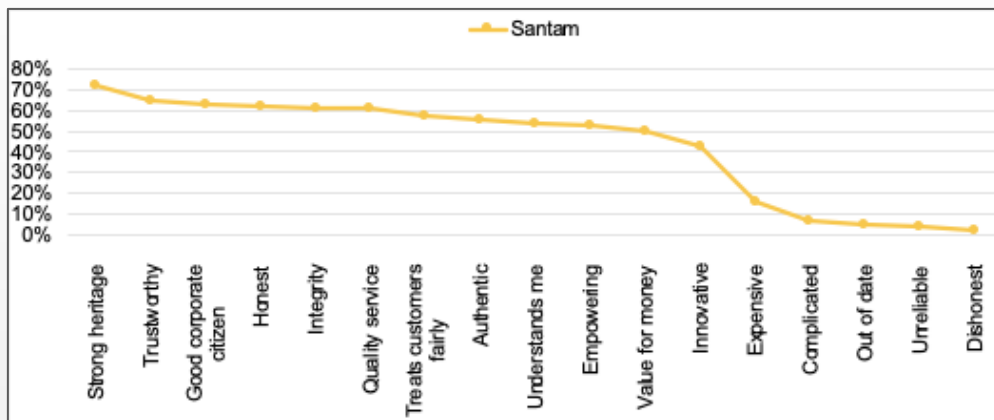
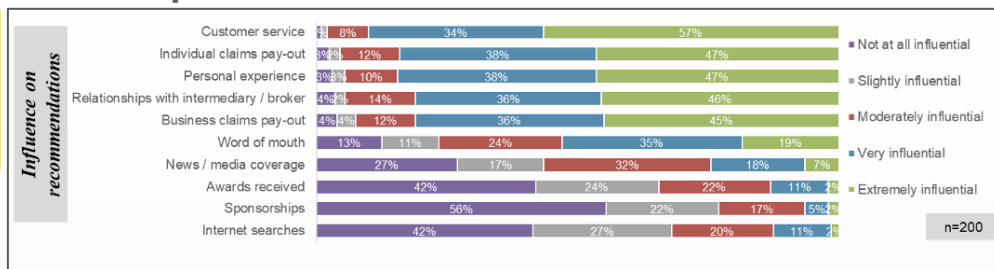
“The Pandemic has negatively impacted my business, causing me to lose profit by spending more time on admin and less on sales activity.

I need an insurance partner that provides quality products and services that give me a competitive edge, while still providing me with support and value.”

Factors influencing perceptions of Short Term Insurance providers



Customer service, individual claims pay-out and personal experience have the most influence on intermediaries when recommending short-term insurance providers to their clients.



Intermediaries identify Santam with being an established company with great customer service and one that honours claims. The campaign needs to reinforce the reasons why intermediaries associate positive brand characteristics to the Santam brand.

SANTAM VALUE OF THE INTERMEDIARY: KEY MESSAGING

Key Message

Partners in business for 103 years and counting.

What we do

We value and honour our intermediary partners by giving you the products, tools and support you need to succeed.

Why we do it

Because Intermediaries are the cornerstone of Santam, your good business is our good business.

Our Proof Points

- **Industry Expertise:** The largest provider of specialist insurance solutions in South Africa and on the continent.
- **Breadth and Depth:** A broad range of insurance solutions including corporate property, engineering, liability, aviation, marine, agriculture, liability and travel insurance.
- **Technical Expertise:** Unmatched levels of technical knowledge and skills enable Santam to help its clients understand and manage their risks.
- **Data and Analytics:** Extensive historical data enables Santam to develop market-leading risk segmentation models and actuarial rating models.
- **World-class, Scientific Underwriting Expertise:** This expertise is used across all insurance classes supported by a strong and experienced management team.
- **Claims Philosophy:** Between 2016 and 2019, Santam paid out over R70 billion in claims.

Our Pay Off Line

Santam. Insurance Good and Proper.

GET Intermediaries **TO** recommend and sell Santam products **BY** demonstrating how Santam has, does, and will continue to appreciate and provide value for its intermediary partners.

Think: Santam offers the best product, support and partnership for Intermediaries.

Feel: Appreciated and supported by Santam.

Do: Drive more sales of Santam policies.

The Creative

Route 1

THE INSIGHT

Santam and their intermediaries have what you could call the ultimate partnership. Because it's a partnership that spans 103 years. This route shows how intermediaries have been there at Santam's side, right from the start in 1918, using assets from the TVC.

THE IDEA

Partners then. Now. And when.



Partners then.



Now.



And when.

At Santam we value our intermediaries.



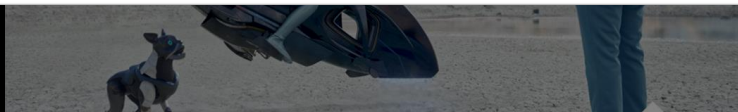
We know we wouldn't be where we are today without you. It's a partnership that's spanned over a century. And as a cornerstone of our business we'll continue to provide all our intermediaries with the necessary innovation, unmatched breadth and depth of offering, support and world-class scientific and technical underwriting expertise you've come to expect from us. Coupled with a claims philosophy that's paid out more than R20 billion in the last year.



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A man with short brown hair, wearing a white dress shirt and a grey tie, is smiling and looking towards the camera. He is holding a purple garment, possibly a jacket or a bag, over his left shoulder. The background is an outdoor setting with trees and a cloudy sky.



2001

A man in a dark suit stands on a sandy beach, looking towards a person riding a surfboard. A small dog is on the sand in the foreground. The background shows a cloudy sky and distant hills.

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103 years.

1921

1930

1952

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2042

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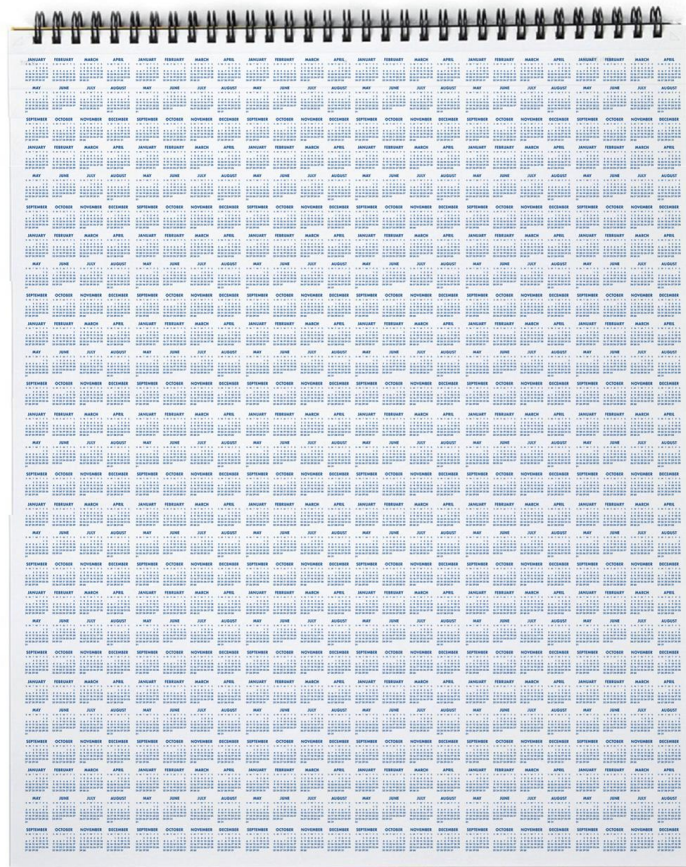
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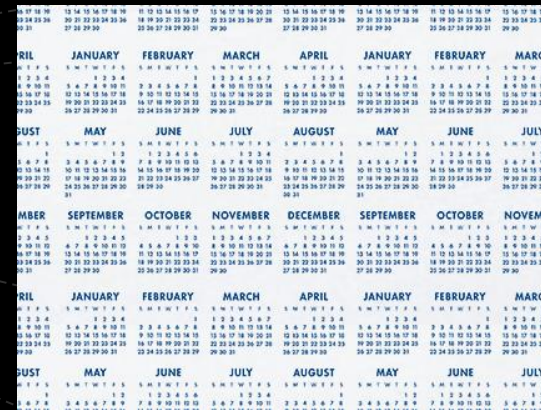
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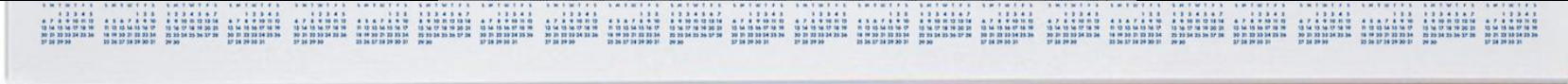
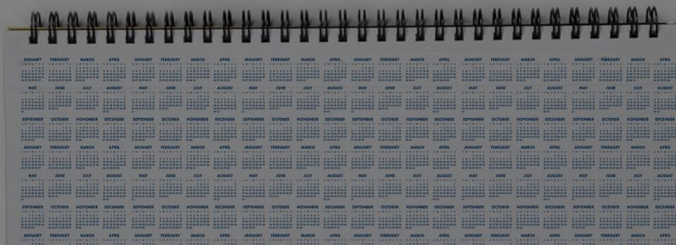
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Route 2

THE INSIGHT

Without insurance, the world wouldn't be where it is. Insurance serves as a safety net, the reassurance that if or when something goes wrong, you're covered. And that's what moves everything forward. As South Africa's largest short-term insurer, Santam has literally helped build this country and helped it move forward. But they didn't do it alone. They had help from their trusty intermediaries.

THE IDEA

**You didn't just help us build South
Africa's biggest insurance company.**



| Agri



**You didn't just help us build South Africa's
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You helped us build a country. Because for the last 103 years, you've been helping us keep South Africa and your clients safe through insurance good and proper so that people, business and agriculture can keep pushing forward. At Santam, we value this partnership and as a cornerstone of our business we'll continue to provide all our intermediaries with the necessary innovation, unmatched breadth and depth of offering, support and world-class scientific and technical underwriting expertise you've come to expect from us. Coupled with a claims philosophy that's paid out more than R20 billion in the last year.

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| Specialist

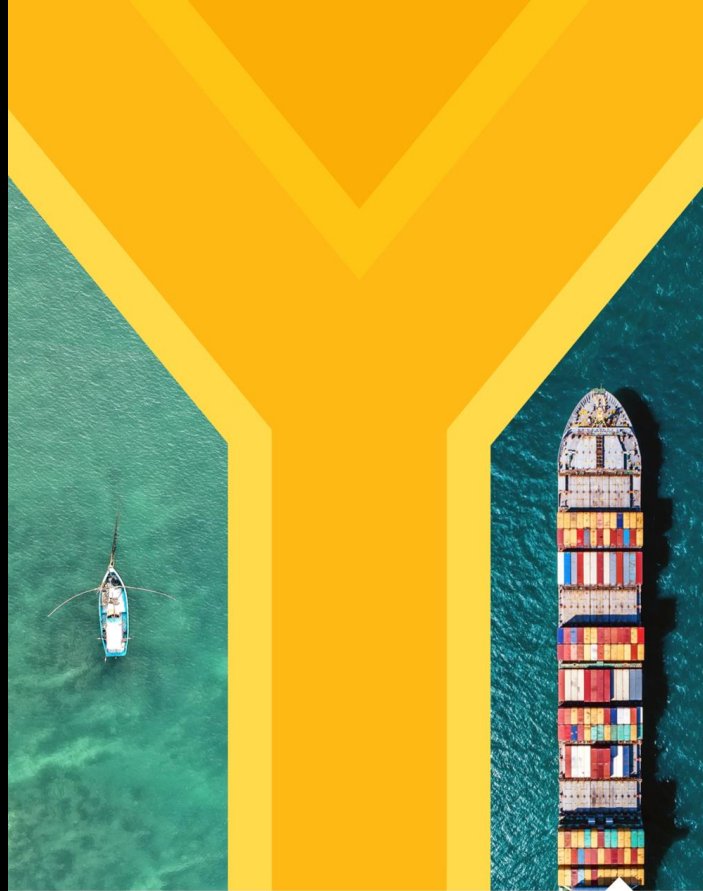


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| Commercial



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Thank you & happy Friday