



15 Marshall Street
Ferreirasdorp,
Johannesburg 2001
South Africa

PO Box 61489
Marshalltown 2107

T +27 (0) 11 370 9111
www.brytesa.com

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Zurich Southern Africa's new brand revealed

Dear Policyholder

Last year we embarked on an incredible and exciting journey – following tremendous interest from several local and international buyers, we found our new home with Canadian-headquartered, Fairfax Financial Holdings. With new ownership, came the opportunity for us to run our South Africa business independently – whilst retaining the:

- Backing and support of a global, parent company
- Team that achieved the magnificent business turnaround
- Products and services that have made us your supplier of choice

Naturally, this significant change warranted a new identity – one that was representative of our new culture, our new localised brand and one that supported our growth ambitions. We also needed an identity that reflected our long-standing heritage and presence within the short-term insurance sector. One that encapsulates our pursuit to provide a more proactive approach to managing your business' risk profile. On that note, we are delighted to reveal that our new brand name is **Bryte Insurance**.

Taking the best of our legacy forward, our new brand sets the tone for how we want to be positioned within the industry.

Bryte Insurance aims to be Africa's premier, proactive business risk specialist – a company that has proven expertise, unparalleled sector insights and foresight. Bryte Insurance partners with you to protect your business and improve your risk profile.

A fundamental part of our strategy going forward will be creating a business that endures, one that is deeply focused on approaching risk with purpose and protecting you, proactively, through insights and foresight.

Already, the support, excitement and compliments on the new look and feel is very encouraging. In the midst of the announcements around change, I would also like to reassure you on the things that haven't. It is business as usual at Bryte Insurance; all policies and agreements under Zurich remain in place and will be duly honoured. Your broker will be in touch with you again soon with information that should answer any questions you may have.

As always, we remain committed to delivering the best value to you. You have been, and will continue to be, a vital part of our transformation journey and we sincerely thank you for your enduring support and loyalty.

We look forward to lighting the way to a successful and profitable 2017 for all.

Yours sincerely

Edwyn O'Neill
Chief Executive Officer