

News letter

Maiden
Edition



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Welcome Note – Maiden Edition

Dear Esteemed Customers and Partners,

Welcome to the very first edition of our quarterly newsletter, a new chapter in how we share value, stories, and milestones with you, our most trusted stakeholders.

This moment is more than a rebrand; it is a reaffirmation of our commitment to you.

As SanlamAllianz Nigeria, we bring together the strength of two global brands, Sanlam and Allianz, to deliver smarter, simpler, and more secure insurance solutions tailored to your evolving needs. Our new identity is built on legacy, but it is also driven by innovation, relevance, and a deep understanding of what truly matters to you.

In a world that's changing faster than ever, assurance is no longer a luxury — it is a necessity. Whether it's protecting your loved ones, your assets, your health, or your future, we are here to stand by you, not just in times of crisis, but every day in between.

This newsletter is our way of bringing you closer to the heartbeat of our brand. Every quarter, we will spotlight the products we're building to serve you better, share stories of real people we've helped, and highlight the steps we're taking to create lasting impact in communities across Nigeria.

Most importantly, it is a reminder that behind every policy, there is a person. Behind every product, a promise. And behind every promise, our people are working daily to ensure you live with confidence.

Thank you for trusting us. The journey ahead is bright, and we're honored to walk it with you.



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**Alhaji Tijani
BORODO**

Leadership Spotlight

Alhaji Tijani Borodo: A Salute to Service and Steady Counsel

We celebrate the recent milestone of Alhaji Tijani Borodo, respected legal professional and Non-Executive Director on the Board of SanlamAllianz Nigeria, who recently retired from the Council of the Institute of Directors (IoD) Nigeria after years of dedicated service.

A consummate professional with a long-standing reputation for integrity, Alhaji Borodo's contributions to corporate governance in Nigeria span decades. His tenure at the IoD was marked by thought leadership, commitment to ethical boardroom practices, and a deep understanding of institutional development.

At SanlamAllianz Nigeria, we are proud to continue benefiting from his wealth of experience and strategic counsel as we grow in our identity as a global-local brand delivering innovative insurance and financial solutions.

"Good governance is the soul of sustainable business. When leadership is right, everything else follows."

Alhaji Tijani Borodo

We congratulate him on this well-earned recognition and remain honored to have his voice and wisdom at the table as we build the future together



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Protecting What Matters: How to Stay Financially Secure When Life Happens

Life is full of possibilities, some beautiful, some unexpected. We celebrate milestones like buying a car, starting a business, or welcoming a new baby. But life also comes with risks: job loss, accidents, medical emergencies, even the loss of a loved one.

What often makes the difference between bouncing back and being set back is financial preparedness.

That's where insurance comes in, not just as a product, but as a tool for peace of mind and long-term security.

What Are You Protecting Today?

Ask yourself:

- ☉ If my car got damaged or stolen today, would I have enough savings to repair or replace it?
- ☉ If I couldn't work for the next three months, would my income stop?
- ☉ If something happened to me, would my loved ones be financially protected?
- ☉ Do I have a plan to secure my children's education?
- ☉ Am I secured when my flight is rescheduled?

If you're unsure about the answers, it's time to take small steps that create big protection.

Start with the Basics:

1. Emergency Fund: Set aside 3–6 months' worth of expenses in a dedicated account. This cushions you during job loss, illness, or unexpected repairs.

2. Get Covered:

- ☉ Motor or home insurance ensures your assets aren't wiped out by a single incident.
- ☉ Life or term insurance provides for your family when you're no longer there to do so.
- ☉ Health insurance reduces out-of-pocket strain from medical bills.

3. Prioritize Protection Over Assumptions: Many Nigerians assume "nothing will happen." But if the past few years have taught us anything, it's that preparation is power.



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Financial Tip: Insurance Is Not a Luxury

Think of it as transferring risk from your bank account to a trusted partner who can absorb that risk. You pay a little to avoid paying a lot. The right insurance doesn't just protect your present, it protects your goals.

A True Story:

One of our customers, a young father in Lagos, insured his life and income for a modest monthly premium. When he unexpectedly passed away, his wife and two children received a benefit that kept them afloat and even paid the kids' school fees for a full year.

He didn't plan for tragedy, but he planned for his family.

If your savings are your safety net, insurance is the cushion underneath it. You don't need to have everything figured out today. Just start with what matters most and build from there.

SanlamAllianz Nigeria offers both life and general insurance solutions tailored to help you live with confidence, whatever the future brings.

To learn more or speak with an advisor, visit [\[www.sanlamallianz.com.ng\]](http://www.sanlamallianz.com.ng) or follow us on all social media platforms for more tips [\[sanlamallianznigeria\]](#).

#ANewEraofConfidence



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SanlamAllianz Comprehensive Motor Insurance

The Roads Are Wet. Don't Let Risk Catch You Off Guard.

The rainy season brings potholes, flash floods, and accidents. If your car isn't fully covered, one wrong turn could cost you more than a fender.

With SanlamAllianz Comprehensive Motor Insurance, you get:

- Cover for accident damage
- Protection from theft, fire, and flood
- Third-party liability
- Fast claims process

Drive smart. Drive protected.

Plans start @5% the value of your car.



SanlamAllianz Life Insurance (Flexible or Term Plans)

You Don't Plan for the Unexpected.
But You Can Prepare for It.

Life is unpredictable, but your family's future doesn't have to be.

SanlamAllianz Life Insurance helps you:

- Provide for your family when you're no longer there
- Protect your children's education
- Cover debt or funeral expenses
- Build legacy with affordable premiums

It's not just a policy. It's a promise.

You can start with just N3,000/month.



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A New Identity, A Bold Future

On June 5th, 2024, we officially unveiled our new identity, SanlamAllianz Nigeria at a hybrid launch event in Lagos. It was more than just a rebrand; it signified the beginning of a stronger, unified journey built on trust, global expertise, and a renewed commitment to delivering real value to Nigerians.

The event brought together clients, brokers, partners, and staff to witness this historic transition. Guests experienced our brand story through a powerful showcase of our legacy, heartfelt testimonials, and strategic insights from our leadership team on the future of insurance in Nigeria.

As SanlamAllianz Nigeria, we stand stronger together, ready to empower confidence, one policy at a time.



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We're on the Move!

SanlamAllianz Nigeria 12-City Roadshow Across Nigeria

As part of our official brand rollout, we launched a nationwide 12-city roadshow, covering over 4,500km across Nigeria to connect with you, our valued customers and communities.

So far, we've visited Port Harcourt, Akure, Ibadan, Abuja, and Warri, where our teams held interactive customer forums to listen, engage, and share how SanlamAllianz is here to support your financial journey.

This campaign is about more than awareness; it's about:

- Showing up where you are
- Listening to your needs
- Bringing confidence and clarity to insurance

"At SanlamAllianz, trust begins with presence," says Tunde Mimiko, CEO, SanlamAllianz Insurance Nigeria. "We are reintroducing ourselves in person, not just as a merged entity, but as a confident brand with solutions that meet real needs,"

And we're just getting started! Next stops include Lagos, Onitsha, Enugu, Uyo, Owerri, Jos, and Kano.

We're excited to bring the future of insurance closer to you with confidence, clarity, and care.

Stay tuned on sanlamallianzng across all platforms for roadshow highlights in your city.



SanlamAllianz Nigeria x Africacomicafe:

Inspiring Africa's Next Generation of Storytellers

Every great future begins with a story, one that dares to imagine beyond the ordinary. That belief inspired SanlamAllianz Nigeria's partnership with Africacomicafe, creating a space for young Africans to express their creativity through words.

This year's Africacomicafe Writing Competition drew in over 114 powerful submissions from passionate writers across the continent, each one telling a unique story of courage, innovation, and imagination.

The journey came to a beautiful close on October 3, 2025, in Lagos, where the top storytellers were celebrated and awarded for their outstanding creativity.

For SanlamAllianz Nigeria, this wasn't just a competition, it was a celebration of Africa's boundless potential. Because when we invest in creativity, we invest in the future.



Brokers & Corporate Clients Engagement Series

At SanlamAllianz Nigeria, we know that strong partnerships drive lasting impact. As part of our ongoing stakeholder engagement, we participated in the NCRIB Meetings in Lagos, connecting directly with brokers and corporate clients.

This forum provided the perfect platform to share our new identity, reinforce our customer-first values, and discuss opportunities to collaborate in delivering smarter, simpler, and more secure insurance solutions across Nigeria.



Empowering the Future with JuCE Africa

At SanlamAllianz Nigeria, we believe that the future belongs to those who are bold enough to create it. That's why we proudly partnered with JuCE Africa, a platform championing creativity, innovation, and entrepreneurship among African teens.

Our support goes beyond sponsorship, it is a commitment to nurturing the next generation of thinkers, leaders, and changemakers. By investing in youth-driven initiatives like JuCE Africa, we are building pathways for sustainable growth and reinforcing our promise to help individuals and communities live with confidence.

Together, we are not just shaping ideas, we are shaping the future of Africa.





Testimonial



"SanlamAllianz is doing fantastically well. About some months ago, I made claims on two cars from SanlamAllianz Nigeria and they were paid within 3 days. This experience erased the fear nursed by many on the unwillingness of Nigeria insurance company in the payment of claims. Sanlam you are truly the best. Keep soaring higher and higher. Above the sky is your target."

Sanford A. Adams



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More Engagement. More Impact. More Confidence.

As SanlamAllianz Nigeria, our journey has only just begun. We're keeping the momentum high with initiatives designed to bring insurance closer, smarter, and more meaningful to you. Here's a glimpse of what's ahead:

The Phoenix Initiative: Rising Stronger Together

At SanlamAllianz Nigeria, transformation isn't just a word, it's a movement. The Phoenix Initiative represents our collective journey of renewal, resilience, and growth. Like the mythical phoenix, we're rising from the past into a brighter, stronger future, redefining how we work, connect, and lead.

12 Days of Christmas: Celebrating Joy, Impact, and Giving

The season of giving is upon us, and at SanlamAllianz Nigeria, we're making it one to remember. The 12 Days of Christmas Campaign is our way of spreading warmth, gratitude, and hope.

Nationwide Brand Activation Roadshow Continues

Following the energy of our successful launch, the SanlamAllianz Roadshow continues across key Nigerian cities. We're showing up where our customers are, creating brand experiences, and driving product awareness with every stop.

Financial Literacy Series Launching Soon

We're simplifying insurance, savings, and long-term planning through an engaging Financial Literacy Series. Expect bite-sized videos, expert-led articles, and webinars — all designed to help you make smarter financial decisions with confidence.

Customer-Centric Campaigns Ahead

From summer travel to back-to-school needs, we're rolling out product catalogues and campaigns that meet you where you are, with solutions designed to protect what matters most.

**We're just getting started,
and every step we take
is focused on you.**



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Stay Connected

Let's Keep the Conversation Going

We're building a confident new future, and we want you to be part of it every step of the way.

Follow [@sanlamallianzng](#) on all social media platforms for:

- Real-time product updates
- Insurance tips made simple
- Customer stories & brand news
- Exclusive campaigns and offers

Have questions? Need help choosing the right cover?

Call us on **Life Insurance** : 07007020020

General Insurance : 0800-00-2554269

Email: wecare@sanlamallianz.com.ng or visit www.sanlamallianz.com.ng

Let's keep building confidence together. **#ANewEraOfConfidence**



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