



SFG CORPORATE PROFILE



Insurance Company
And you thought it couldn't be done



1. BACKGROUND

SFG Insurance Company (Private) Limited was incorporated in Zimbabwe in March 1997. The Company started operations in 1998 as a Short Term Insurance firm, trading as Standard Fire and General (Pvt) Ltd. Founded by the late Charles Munyaradzi Bwerinofa, SFG has transformed from its humble beginnings into a national entity, boasting of five branches nationwide, headquartered in Harare. Other branches are in Mutare, Bulawayo, Gweru and Masvingo.

In 2002, SFG Holdings (Private) Limited was incorporated and SFG Insurance Company (Private) Ltd became a wholly owned subsidiary of SFG Holdings Private Limited. In 2010, SFG Holdings Private Limited was recapitalized to meet the new regulatory requirements as well as to gear for maximum productivity. Baobab Reinsurance Company Private Limited now owns 59% of SFG Holdings Private Limited and NICO Holdings Limited 49%. SFG Holdings Private Limited also owns a 40% stake in a short-term broking firm, Navistar Insurance Brokers (Pvt) Ltd and 15% of Special Automobile Underwriters of Zimbabwe Pvt Limited (SAUZ), an underwriting management agent of SFG Insurance Company. SFG Insurance prides itself as the pioneer and leading tobacco insurer, having commanded 11% market share in 2001. We still maintain a formidable presence in this key sector and have farmer agencies throughout all tobacco growing areas.

Our Corporate Philosophy

SFG is committed to providing world class solutions to our chosen market through product innovation, thereby making its voice heard in a fairly crowded marketplace. The Shareholders, Board Members and Management have extensive experience in the region. SFG boasts of a young, dedicated and dynamic team of professionals. Our agile team is client-oriented, making superior service a key deliverable every time.

SFG is committed to developing and empowering its entire staff compliment by encouraging continuous learning and participation in industry-related activities. We aim to be the leader in reputation and service provision by providing value added services. This means driving ourselves to be the best in everything we do, understanding that each client is unique and thereby tailor-making our services and products. Our strategy is to be a value-adding organisation with excellent multi-skilled people who have a crisp and concise knowledge of the insurance industry. Our approach meets our clients' expectations, creates opportunities for our people and our team works together seamlessly to deliver value.

Our dynamic and passionate approach for transformation and our commitment to continuously revisit our business model in response to clients' needs repositions us as a market leader and sets us as a globally competitive organisation.



SFG's Guiding Principles

Our Vision

To be the first choice provider of insurance and related financial Services in Zimbabwe and beyond.

Our Mission

To provide customers with security, innovative products and superior service through highly motivated and dedicated employees on terms which ensure sustainable returns for long-term financial growth and sustainability.

Our way of life

SFG is a value driven organisation: the way we surge forward is governed by our core values, namely ***Commitment, Honesty, Excellence, Respect and Integrity*** coined ***CHERI***. We have embraced these as our guiding principles in line with international best practices of business. Our values determine how we behave with clients and each other.

i) Commitment

This is our vow to remain passionate, firmly attached and unwavering. SFG staff is committed to their work, to their organization and to their customers; they thus always strive to deliver the best service. We are committed to marking an indelible mark in our society by partnering with the community in identifying and addressing social needs. We approach this responsibility strategically and with due consideration of our collective expertise, resources and assets. In so doing our community investment programmes are geared to achieve maximum impact, benefit and sustainability.

ii) Honesty

Honesty constitutes an aspect of life that defines the moral statutes that govern mankind. It is about truthfulness; and at SFG we believe that is the way to do business. It is moral conduct that has seen many esteemed businesses scale to great heights; and as SFG we are determined to reach even greater heights. We are open and honest in our communication.

iii) Excellence

Best achievers are known to accept nothing but excellence in their exploits. It is about giving the absolute best in whatever we do in our business. We believe in high quality output in all facets of our business. We lead by example.

iv) Respect

The old saying goes, 'customer is king' and the esteem we bestow on our valued customer bears testimony to our high regard for them. At SFG Insurance we believe business is about mutual respect between our stakeholders and ourselves. We work as a team and respect all individuals, forming the basis of our ethos.

v) Integrity

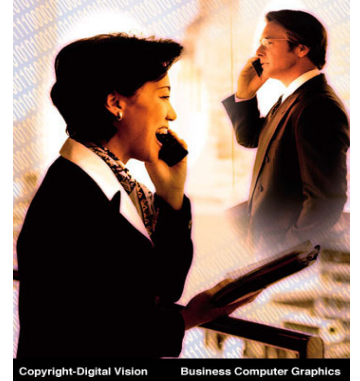
At SFG it is the feeling of wholeness that makes us tick as an organization. We believe in business it is critical to be known, understood and believed, that way we become a credible member of the business community.





Our People

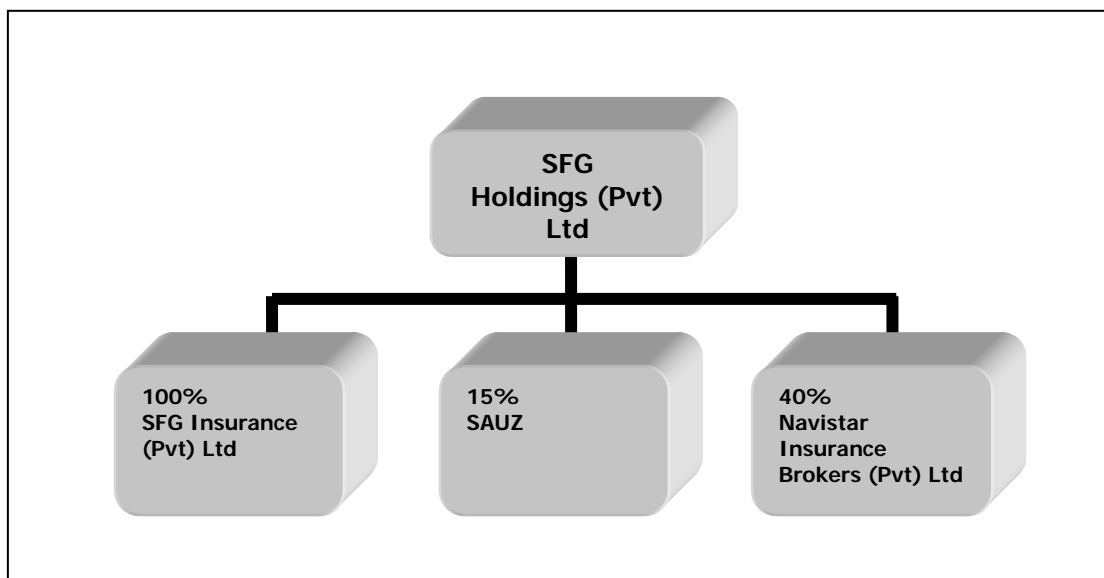
We believe that to deliver consistent and exceptional quality service as an organization, our employees must understand their role in delivering superior service and must have the power and ability to deal with customer problems. Delivering long-term and consistent value in our business begins and ends with the way our employees are trained, nurtured, and led.



A well nurtured workforce enhances our brand identity, consistency, team spirit and of course unity of purpose. Being in the service business we are cognisant of the fact that we are dealing with people's impressions and feelings; and what people buy from us is the experience, rather than the insurance product, and we make every effort to make that experience memorable.

Our employees are proud of their product and they rightly feel they are making a difference to our customers. They are committed to delivering quality, because each one of them wants to be part of the team referred to earlier - the winning team, the SFG team.

2. ORGANISATIONAL STRUCTURE





3. SHAREHOLDING STRUCTURE

3.1 SFG Holdings (Private) Limited

Name	Shareholding
Baobab Reinsurance Company (Pvt) Ltd	51%
NICO Holdings Malawi	49%
Total	100%



4. BOARD OF DIRECTORS

4.1 SFG Insurance (Private) Limited

Non – Executive Chairman : Ambassador B.D. Mothobi
Non- Executive Directors : C. Kapanga
 F. Mlusu
 D. Musengi
 T. Nyika
 S. Tasara

Chief Executive Officer : C. M. Madziva

Auditors : **B D O Zimbabwe Chartered Accountants**
 No 3 Baines Avenue
 Harare

Bankers : **Standard Chartered Bank Limited**
 Africa Unity Square
 Cnr S. Nunjoma Street/ N Mandela
 Harare

Attorneys : Scanlen And Holderness Solicitors
 Cabs Centre
 74 Jason Moyo Avenue
 Harare

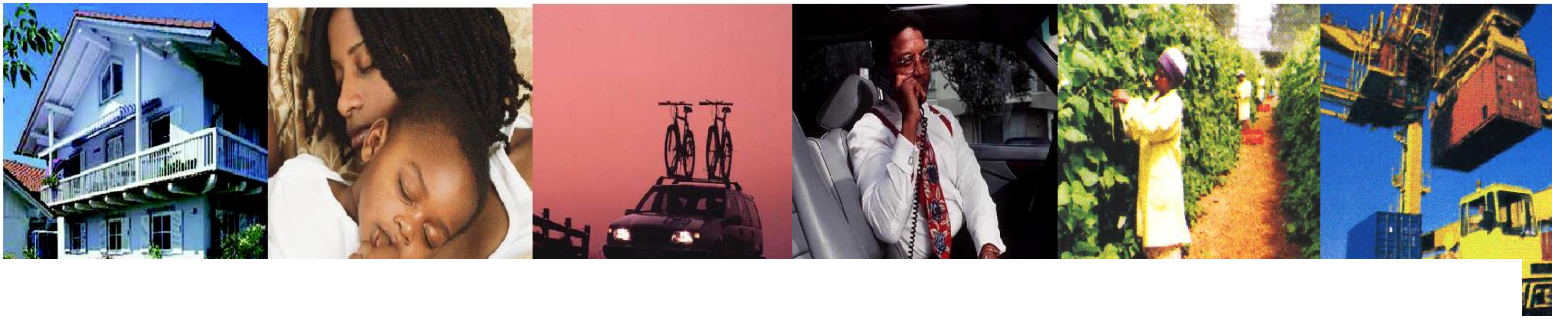


5. BRANCH NETWORK

We are easily accessible to our clients throughout the country, with branches in all the major centres in Zimbabwe, as follows:

- **Head Office**
 Block No. 3, Tendeseka Office Park
 Samora Machel Avenue East
 P O Box HG 557, Highlands, Harare
 Tel: 263-4-798445/74
 Fax: 263-4-253105
 E-mail: sfg@sfg.co.zw
 Web: www.sfg.co.zw
 Toll Free: 0800 4210
- **Bulawayo Branch**
 9th Floor, Fidelity Centre
 Fife Street/11th Avenue
 P O Box 2622, Bulawayo
 Tel: 263-9-60928, 61956
 Fax: 263-9-69456
 E-mail: byo@sfg.co.zw
- **Mutare Branch**
 9D Jotali Building
 Cnr. H. Chitepo St/4th Avenue
 P O Box 1523, Mutare
 Tel: 263-20-67640/49
 Fax: 263-20-67663
 E-mail: mut@sfg.co.zw
- **Masvingo Branch**
 1st Floor, ZIMRE Centre
 Cnr. Hughes St/S. Mazorodze St.
 P.O. Box 13, Masvingo
 Tel: 263-39-263414
 Fax: 263-39-263414
 E-mail: mas@sfg.co.zw
- **Gweru Branch**
 Shop No. 3
 First Mutual Centre
 Robert Mugabe Way
 P.O. Box 976, Gweru
 Tel: 263-54-224485
 E-Mail: gwe@sfg.co.zw





6. OUR PRODUCTS

SFG Insurance offers a wide range of products that suit individual, as well as organizational needs. These include following:

1. Engineering

- Machinery breakdown
- Plant All Risks
- Electronic Equipment
- Contractors All Risks
- Erection All Risks
- Civil Engineering Completed Risks
- Deterioration of Stock

2. Liability

- Public Liability
- Employers and Residual Liability
- Directors and Officers Liability
- Umbrella Liability

3. Marine

- Marine Hull
- Marine Cargo

4. Fidelity Guarantee

5. Bonds and Guarantees

- Construction Bonds
- Customer's Bonds
- Court Bonds

6. Personal Accident

- Group Personal Accident
- Stated Benefits
- Keyman Policy
- SFG Pacpak

7. Motor

- Motor Fleet
- Motor Traders
- Private Motor

8. Professional Indemnity

9. Property

- Assets All Risks
- Personal Combined
- Office Comprehensive

10. Agriculture

- Farmers Comprehensive Policy
- Crop and livestock schemes