

24 September 2014

Dear Partner,

We are proud to announce that we have successfully changed our corporate brand identity from Bramer Life Insurance Pty (Ltd) to Bona Life Insurance Pty (Ltd) following the acquisition of Bramer Life Insurance by a new majority shareholder (Botswana Opportunity Partnership obo Botswana Public Officers Pension Fund) from BAI of Mauritius making Bona Life Insurance the first majority citizen-owned life insurance company in Botswana.

Bona Life Insurance has undergone a significant transformation in the last few months paving way for an agile, stronger, homegrown brand driven by innovative solutions for our local market. The new identity satisfies all of the existing expectations of our vision while simultaneously moving the brand forward to acknowledge functionality and future diversity of our product range. The new identity is the cornerstone of our branding wherever we will have a presence, including new markets.

May we take this opportunity to thank you for your continued support. We look forward to delivering your new orders with this new branding. We have attached a fact sheet with all the details.

Yours sincerely,



Regina Sikalesele-Vaka

Chief Executive Officer