



Media Release

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## **SanlamAllianz announces merger and brand launch in Ghana**

Sanlam and Allianz today announced the launch of their joint venture brand, SanlamAllianz, in Ghana. This follows the regulatory approvals the Sanlam and Allianz businesses in Ghana obtained recently to merge and rebrand to SanlamAllianz.

The SanlamAllianz joint venture, which was launched in September 2023, is the leading pan-African non-banking financial services company, which operates in 27 countries across the continent.

The CEOs of the two businesses are Tawiah Ben-Ahmed, Chief Executive Officer/MD of SanlamAllianz Life Insurance Ghana, and Mabel Nana Nyarkoa Porbley, Chief Executive Officer/MD of SanlamAllianz General Insurance Ghana.

SanlamAllianz's ambition is to leverage its global and pan-African expertise, and unlock growth in Africa's high-potential economies, in line with its purpose to empower generations to be financially confident, secure and prosperous. This will be achieved through supporting financial inclusion through innovative, cutting-edge technology and diverse financial services that create shared value for all stakeholders.

SanlamAllianz CEO, Mr Heinie Werth, said: "Launching the SanlamAllianz brand in Ghana marks a new milestone for us and the broader financial services market and our commitment to doing business in Ghana. It demonstrates our strategy to leverage our expertise to create leading businesses in the economies where we choose to operate and supports our intention to enable access to financial services."

"The joint venture will also leverage the combined economies of scale of our shareholders, Sanlam and Allianz, as well as greater distribution opportunities, shared knowledge, and existing partnerships in telecommunications and bancassurance to benefit our customers," Mr Werth added.

**/Ends**

### **MEDIA ENQUIRIES**

Pearl Majola, Sanlam Group Communications  
+27 083 286 7476 | [Pearl.majola@sanlam.co.za](mailto:Pearl.majola@sanlam.co.za)

Allim Milazi, Sanlam Group Communications  
+27 082 889 5874 | [Allim.milazi@sanlam.co.za](mailto:Allim.milazi@sanlam.co.za)

Thandeka Ngqeleni, FTI Consulting  
+27 82 853 2472 | [Thandeka.ngqeleni@fticonsulting.com](mailto:Thandeka.ngqeleni@fticonsulting.com)

**About SanlamAllianz**

In September 2023, Sanlam, the largest non-banking financial services company in Africa, and Allianz, one of the world's leading insurers and asset managers with more than a century of history in Africa, joined forces to create the largest pan-African non-banking financial services entity on the continent. As SanlamAllianz, we operate among the Top-3 insurance companies in most of our chosen markets through a shared-value approach with our staff, clients, the markets, communities and economies where we conduct business, as well as our business partners and shareholders. Our ambition is to maintain this position in all our operating markets and to continue to provide our clients with world-class products and services.

For more information, visit: [www.sanlamallianz.com](http://www.sanlamallianz.com)