

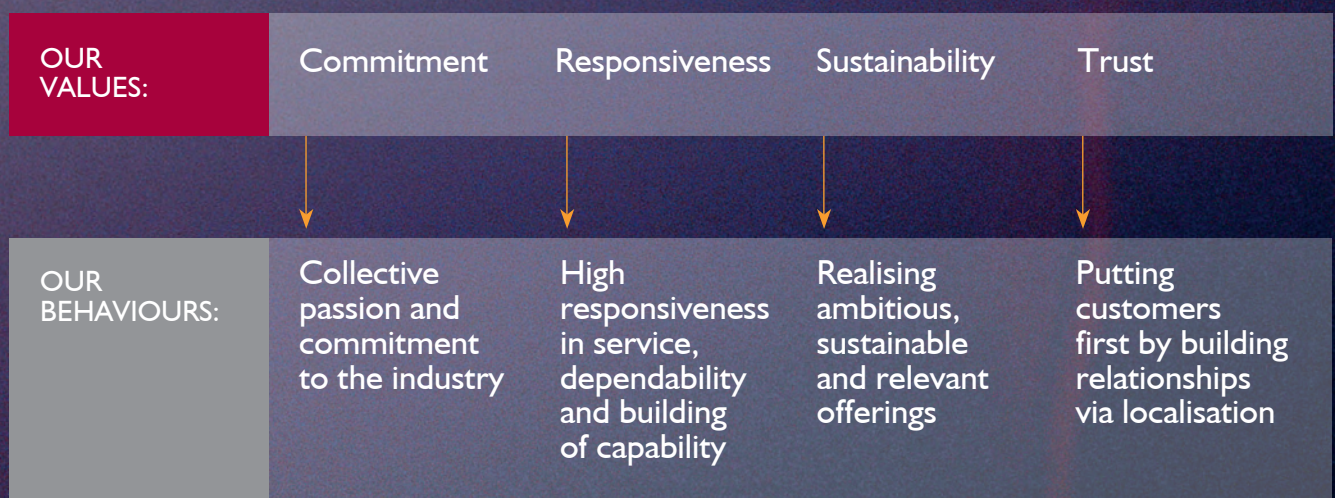


Why localisation matters

Greater expansion by localising
our pan-African commitment.

Translating our responsive service into holistic customer-centricity

Clients have rated our 'High levels of responsiveness' in service delivery very highly. As a result, Continental Re's customer management is admired and well respected. Our strategy aims to continually deepen this competency through uniform brand behaviours. The aim is to continually develop employees as brand ambassadors and equip them to build even greater and more customer-centric relationships.



The virtuous circle

Continental Re is recognised by the industry as the credible, private-sector player, able to translate our commitment to the long-term prospects of pan-African reinsurance into value. It is our combination of pan-African commitment and associated localisation that creates responsible and dynamic impact in local markets – for the benefit of our clients, stakeholders and communities.

Our authentic pan-African purpose differentiates our brand from the competitors. It fuels our entrepreneurship through a virtuous circle designed to capture market opportunities and address the challenges the industry faces.



Committed to the long-term prospects of the industry and our continent

LOCALISED, PAN-AFRICAN INDUSTRY COMMITMENT

We deliver value by growing our pan-African footprint through financial investment in regional hubs and by increasing local market development – thus ensuring good local corporate citizenship.

- ▶ Growing the pan-African footprint and distribution in tandem with clients' needs
- ▶ Leveraging pan-African strength and synergies to enable local financial and technical capacity-building
- ▶ Enhancing structures to deliver localised market development
- ▶ Developing localised offerings with relevant lines and value-added services
- ▶ Growing the asset and capital based through pan-African expansion

Committed to trusted pan-African client and partner relationships

LOCALISED RELATIONSHIPS AND SERVICE OFFERINGS

Our responsive services and carefully planned training programmes make us a trusted partner in local markets.

- ▶ Deepening of local relationships
- ▶ Proactive, forward-thinking approach
- ▶ Increased local visibility and advocacy
- ▶ Focused ability to compete and/or complement other reinsurers
- ▶ Committed relationships with clients and partners

Committed to sustainability by building capacity

LOCALISED INDUSTRY RELEVANCE

As signatories of the Principles of Sustainable Insurance of the United Nations Environment Programme Finance Initiative, we deliver financial and technical capacity-building in local markets across the continent to help advance world-class standards in environmental, social and governance focus areas.

- ▶ **Financial Capacity:** Investing capital in local markets
- ▶ **Technical Capacity:** Developing localised solutions, capacity and shared know-how
- ▶ **CSR Capacity:** Investing in locally relevant Corporate Social Responsibility and educational programmes

Committed to putting customers first

LOCALISED MARKET DEVELOPMENT

We put customers first by ensuring that our employees and partners are professionally trained and deeply committed to delivering local market development.

We focus on:

- ▶ Customer-centricity
- ▶ Service professionalism
- ▶ Product development capability
- ▶ Value-added services
- ▶ Employee skills development
- ▶ Service quality enhancement through proximity

Building the most valuable pan-African reinsurance brand

As the business continues to expand across the continent, we remain true to our original vision and mission. Many clients view Continental Re as the private sector champion of the pan-African industry and their businesses. We are proud to contribute and act as an advocate for our industry and continent as we build the most customer-centric, most trusted and most sustainable reinsurance brand in Africa.

OUR VISION:

To be the premier pan-African reinsurer.

Most customer-centric

Lasting commitment to the pan-African industry



OUR MISSION:

To provide credible reinsurance security and services to our clients and sustainable value to our shareholders and other stakeholders.

Most trusted

Highly responsive pan-African player



Most sustainable

Localisation of strengths in markets to aid sustainable, aggressive expansion



Pan-African commitment made local.