



A member of the Zurich Financial Services Group

ISSUE 5

PERFORMANCE

# LAUNCH OF SA EAGLE'S NEW ADVERTISING CAMPAIGN

The strategic focus behind our new advertising campaign was to visibly and publicly support our brokers while, at the same time, build our corporate brand.

Without an Insurance Broker, this is all you are.

When you work through a Broker you're more than just a number. You have a face. You're an individual and you'll be treated like someone who matters.

Using a Broker is the start of a long and rewarding relationship with a unique personal touch. Because your Broker knows you, he is able to select appropriate insurance solutions from a variety of options. He can tailor a policy to meet your exact needs.

Yes, a Broker's expertise is vital because your insurance needs require professional care. At SA Eagle we're in the business of managing risk. We've chosen to use Brokers because they help us do our job better.

Global strength. Local commitment   
 A member of the Zurich Financial Services Group   
 Authorised Financial Services Provider

Not sure whether you're over or under insured? Call a Broker.

Over insured or under insured? If you think of insurance as the proverbial gamble, isn't it time you contacted your Broker? Let an expert judge your needs instead of gambling with your assets.

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Moving into 2005, it made sense to develop a campaign that reinforces the role of the broker in a market that is becoming increasingly tough for brokers to operate in. This is, in part, due to increasingly onerous compliance responsibilities and recent campaigns by direct operators that portray the broker as an unnecessary link in the insurance supply chain.

We decided to reinforce the role of a broker in the short term insurance market by emphasising the

skills and expertise that a broker brings to an insurance transaction and the reasons why consumers should continue to use brokers.

As part of building our corporate brand we have also introduced a new positioning statement "Global strength. Local commitment". This highlights our international affiliation with the Zurich Group, our ability to provide global solutions and is a key differentiator in a highly consolidated local market.

No-one's insurance needs are the same.  
That's why we use Brokers.



How different we all are. Cut of the same cloth maybe, but amazingly diverse, especially when it comes to insurance. No-one's insurance needs are the same. This is why you need a Broker. Their expertise allows them to align your unique needs with the right insurance policy.

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When you need insurance, don't make  
the leap on your own. Call a Broker.



Unlike a novice, an instructor knows the ropes. He's done it all before. He's familiar with the elements and the environment and you're secure with him. With a Broker handling your insurance needs you'll be in safe hands.

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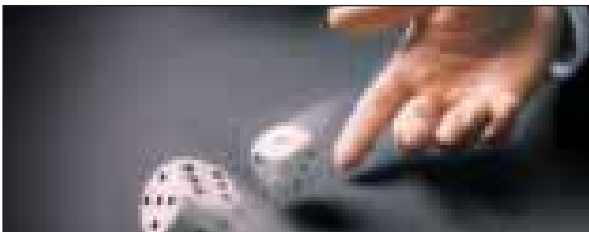


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**Over or under insured?  
Call a Broker.**

Global strength. Local commitment



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Look out for our new advertisements which continue to build our brand while, at the same time, build the profile of the insurance broker in the short term insurance industry.



# Even priceless things have a value.

A specialised short term insurance policy for retail, wholesale and manufacturing jewellers, diamond or art dealers or collectors of exquisite and valuable things.

It is often difficult to attach a price to rare and lovely things. Whatever it is you hold dear, whether you're a retail, wholesale or manufacturing jeweller, diamond or art dealer, antique dealer or simply a collector of exquisite and valuable things, SA Eagle's Collectibles policy is just what you need. Collectibles covers all aspects of business, including hold-up, burglary and theft – you can choose all or part – as well as your domestic and motor needs.

## What are the advantages?

- The policy has been developed in collaboration with experts in the jewellery and precious assets industry
- All-in-one policy covers stock, business, domestic and motor vehicles
- You choose the type and amount of cover you require
- You have access to experienced personnel  
*You have the full support from the SA Eagle team in the event of a claim*
- A sensible local alternative to overseas insurance

## Key features

- Fire
- Theft – You have a number of options available:
  1. Burglary after-hours of stock locked in a safe
  2. Burglary after-hours of stock NOT locked in a safe
  3. Armed hold-up
  4. Smash and grab during or outside business hours
  5. Shoplifting
- Transit and away risks
  1. Stock personally conveyed by owner or employee
  2. Stock personally conveyed by messenger
  3. Stock personally conveyed by traveller or representative
  4. Cover of stock at home of owner, employee or traveller
  5. Postal sendings
  6. Stock sent by airfreight or valuable cargo specialist
  7. Stock or customers' goods while at an outside workshop
  8. Stock displayed elsewhere (e.g. showcase in hotel lobby)

## Your policy will also cover the following

- Money
- Glass
- Fidelity
- Electronic equipment
- Business interruption
- Public liability
- Employers liability
- Business motor
- Personal accident
- Domestic buildings
- Domestic contents
- Domestic all risks
- Domestic liability
- Domestic motor

FOR MORE INFO

Contact Gary Cross on (011) 370 9115  
or e-mail [collectibles@saeagle.co.za](mailto:collectibles@saeagle.co.za)



# Zurich Financial Services provides USD 2 million towards tsunami relief and reconstruction efforts

“The powerful tsunamis that struck South Asia over the holidays are a human tragedy. Millions are in need of help. That is why we want to grant immediate relief, while ensuring that we can also provide long-term reconstruction assistance.” James Schiro, Chief Executive Officer, Zurich Financial Services.

People across the world were in shock following the events of December 26 last year. The Zurich Group, provided up to USD 2 million in relief. This consisted of a donation of USD 1 million to internationally recognised aid organisations for immediate disaster relief and long-term reconstruction efforts. In addition, the Group will be matching up to USD 1 million in charitable contributions made by Zurich employees around the world.

SA Eagle joined the process of making contributions in conjunction with the Group's relief effort. Employees were encouraged to pledge donations via an on-line system which the Company matched on a rand for rand basis.

Clifford Zungu, People Management Executive, said: “You have all been wonderful, you opened your hearts

and your pockets for a worthy cause. The SA Eagle Executive would like to thank all staff members at SA Eagle for their generous donations to the Tsunami Relief Fund. We salute the people who have been able to assist.”

Before going to press, Zurich reported that employees world-wide have responded generously to the needs of the victims. At 21 March, the Tsunami Relief and Rebuilding Task Force had received receipts for donations of over USD 800 000.

Regarding the insurance implications, a report released by Zurich on 7 February, states that claims related to the tsunami are expected to cost approximately USD 65 million after tax and net of reinsurance.

