

GLICO GENERAL ...rated among Ghana's Top Brands



GLICO GENERAL, a member of the GLICO Group of Companies has been rated among Ghana's top brands by the Centre for Brand Analysis Ghana (TCBAG) in recognition of their outstanding performance and dedication to customers in the non-life insurance industry.

After a consumer survey conducted TCBAG, GLICO GENERAL was rated very high by consumers in Ghana; the highest ranked in the non-life insurance category and thus accorded a "Premier Brand" status.

TCBAG is an independent group of branding, media and communications luminaries in Ghana, who conduct an extensive consumer survey in identifying the country's strongest brands.

Receiving the award, Mr. Charles Graham, the Marketing Manager for GLICO GENERAL, expressed appreciation, saying, *"It is a mark of honour and encouragement, urging us to continue to work hard in delivering satisfactory services to our customers. We dedicate this award to our cherished customers who continue to have faith in us and have voted us as Premier Brand"*.

Commenting on the award, the Managing Director of GLICO GENERAL, Mr. Alfred Yaw Ofori Kuragu, said that it was not only a deserving honour but a great opportunity for the company to perform better to delight and "cushion" its clients. This means offering innovative products and technical support to the insurable groups and individuals. And in keeping with the company's

policy, *"We at GLICO GENERAL will continue to work hard, setting high standards as pacesetters in the industry"*, he emphasized.

He also stated passionately that *"first of all I dedicate this award to our clients for recognizing our efforts and lifting us high among the best in this competitive and challenging industry"*.

Secondly, he dedicated the award to the management and staff of GLICO whose joint efforts have led to this grand achievement. He remarked that *"GLICONAINS are our greatest asset and must therefore be highly commended for achieving satisfactory results year after year"*.

Indeed, this award is a remarkable achievement for GLICO GENERAL which is also currently the first non-life insurance company in Ghana to be rated by Standard & Poor's [S&P] Rating Services; a US based international rating company. GLICO GENERAL was assigned "B" Counterparty Credit and Financial Rating as well as its parent company, GLICO LIFE, which owns 100% of GLICO GENERAL."

Other significant accolades received by GLICO GENERAL include it being the only non-life insurance company to receive the Business and Financial Services Excellence Award for 2010-11 instituted by the International Christian Business Excellence Ghana.

Also, GLICO GENERAL has been awarded "A-"Rating by the Global Credit Rating Company (GCRC) of South Africa for meeting its claims obligation appropriately. That is, for the prompt payment of claims to policyholders.

Besides the GCRC rating, GLICO GENERAL also ranks amongst the top non-life insurance companies on the list of the Ghana Club 100; comprising the most successful business enterprises in the country. Furthermore, it is among the first ten most capitalized general insurance companies in Ghana.

The awards ceremony, witnessed by only the highest scoring brands voted by consumers and assessed by the TC BAG took place at the Golden Tulip Hotel, Accra with their company profiles featured in Ghana's Premier Brands book.

Consequently, this goes to confirm that GLICO GROUP is the pacesetters in the insurance and financial industry, both for practices and in standards.

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