



Office of the Managing Director

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Dear Intermediary

ARTICLE IN SAKE RAPPORT ON SUNDAY 29 AUGUST 2010

An article was published in the Sake section of last Sunday's Rapport newspaper titled 'Makelaar verdwyn, sê hoof van M&F', a headline that implied that I said the broker will disappear from our industry. At no point during the interview with Ms Adri van Zyl did I say that, and whilst the article itself is a fair reflection of what was discussed, I have serious issues with the headline and have raised this with the newspaper publication.

During the interview, I commented on a variety of topics from my impending retirement to the low rate of insured vehicles on South African roads. I highlighted the challenges I saw facing our brokers due to factors such as impending legislation, changing market dynamics and the lack of adequate broker succession planning. These issues are important as broker-led business is immensely valuable to Mutual & Federal and the short-term industry. As a Board member of the South African Insurance Association, I aim to assist in seeking solutions to create a sustainable future for our industry stakeholders, that is, brokers, short-term insurers and customers.

It is unfortunate that the points I was trying to make in the article were overshadowed by the headline.

Kind regards

Keith Kennedy

Mutual & Federal Insurance Company Limited Reg. No. 1970/006619/06 VAT No. 4460101019 Authorised Financial Services Provider

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