

Liberty Life Assurance Q and A



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Business Development Manager

Do tell us about Liberty Life Assurance (U) Ltd and the unique services you offer?

Who we are

Liberty Life Assurance Uganda Limited (LLAU) was established in 2006 and is a specialist life insurance company and Uganda's largest life insurer. We provide group and individual/personal risk insurance solutions for life changing events. Our vision is to become the trusted leader in insurance and investment in our chosen markets by putting the customer's needs first, creating products that have market relevance and forming strong partnerships in our markets. Whether you're a small business, large corporate or affinity group with many members, we have experience in working with our partners to understand their needs. We believe that in times of unfortunate events, the last thing our

customers should worry about is finances. Liberty Life Assurance Uganda Limited is a subsidiary of Liberty Holdings Limited, founded in 1957 by Sir Donald Gordon with the belief that everyone should have the opportunity to grow their wealth and leave a proud legacy for their family. Liberty has grown into an organization with assets under management of R645 billion as at 7 August 2015, more than 2.5 million clients and properties that cover 1.1 million square kilometers. With a presence in 16 African countries, Liberty has grown from being a South African life insurer to a Pan-African financial services company, offering Asset Management, Investments, Insurance and Health products.

Why we are in business?

We use the power of knowledge to pioneer new ways to guide people towards financial freedom.

According to the IRA, gross claims for both life and non-life insurance rose by 16.08 % from sh184.3b in 2014 to sh214b in 2015, what does this mean to both the customers and the insurance companies? The industry has since had new players, recent unfavourable weather conditions increasing crop failure as a result of drought. As such more claims are being reported and paid increasing customer confidence in the industry

How much was paid in life claims in 2015? Out of this, what was Liberty's contribution?

Life gross claims paid increased from UGX18 billion in 2014 to UGX25 billion in 2015. IN 2015, Liberty Life Uganda paid claims to the tune of UGX11,776,770,000= that is 65% of the Life claims

Over the years the insurance industry has suffered negativity over claims settlements, which has in turn eroded public confidence in the sector. What efforts are in place to revive this confidence? A vibrant regulator who ensures that industry players adhere to the rules and regulations. Also the introduction of cover extensions like Political violence & Terrorism has provided extra cover to customers which wasn't the norm. More sensitization of customers on the benefits and products of insurance is happening now and this should drive consumer choice.

In your opinion, what are the key issues to consider in laying a claim and what must be followed and how? Establish whether the claim is payable and communicated promptly. Submission of all the necessary claim supporting documentation; filling the claim form, Police report and other documents pertaining to the claim, if any.

The year is almost gone, and looking at the economy, how has it affected claims in the industry and what is your prediction for next year? Poor economic performance affects money in circulation thus affecting premium remittances which adversely affects claims settlement. For covers like credit life and unemployment benefits, this increases delinquency and reduces borrowing affecting industry growth.

Concluding remark;

Our Purpose is to make a difference in people's lives by helping them to orchestrate their financial freedom. This is our passion.

Our Knowledge. Your Advantage.

With our products you will have peace of mind and financial freedom in uncertain times.



Liberty Life Assurance Uganda is the leading life insurance company in Uganda offering products such as Personal Accident, Critical Illness, Medical Insurance, Credit Life and Group Life Insurance.

We're here to change your reality.

For more information please call us on
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