



## MUA set to acquire Saham Kenya to accelerate its growth in Kenya

### Press Release

13 January 2020

MUA Ltd, through its subsidiary **MUA Insurance (Kenya) Limited** ("MUA Kenya"), announced today that it is entering into a **Share Purchase Agreement (SPA)** to acquire 100% of **Saham Assurance Kenya Limited** ("Saham Kenya"). The transaction is subject to regulatory and other relevant approvals.

- The move is a strategic opportunity with a **significant growth potential** that allows MUA to **reinforce its presence** in East Africa and especially in Kenya.
- The acquisition represents a major breakthrough in MUA's **regional expansion** journey.
- MUA reaffirms the **ambitious targets** set out in its three-year Strategic Plan **Ambition 2020**.
- MUA Kenya will occupy a more **robust position** in the Kenyan **short-term insurance market** with **complementary strengths** and **economies of scale** between MUA Kenya and Saham Kenya expected to lead to **significant value creation**.

"This transaction is another important milestone in the execution of our Strategic Plan **MUA Ambition 2020**, as we will reach a critical mass that will allow us to fully capture the significant **growth potential** of the insurance markets in East Africa", said **Bertrand Casteres**, Group CEO of MUA.

"We are convinced that MUA Kenya will strongly benefit from the consolidation with Saham Kenya by **realising considerable synergies**. The two companies not only share **product and distribution strengths** but they are also aligned by a **common culture** around **people, risk management and innovation**.

This acquisition further reaffirms our commitment to position **MUA Kenya** as a strong player in the short-term insurance industry in Kenya. We aim to continue bringing **innovation, professionalism and customer-centric products** into a Kenyan market full of opportunities."



## About MUA Ltd

MUA Ltd is the ultimate holding company of the group and it is listed on the Official Market of the Stock Exchange of Mauritius (SEM). MUA is currently in the list of top 10 performing stocks (since listing in 1993) and the largest insurance company listed on the SEM.

The short-term insurance subsidiary of MUA Ltd in Mauritius is The Mauritius Union Assurance Cy. Ltd (MUACL), established in 1948. The company has grown significantly over the years and MUACL has a 25% market share and is the local leader in terms of Net Earned Premiums in Mauritius. MUA, through its other subsidiaries, also offers long-term insurance, corporate pension, mutual fund investment, stockbroking and reinsurance services in Mauritius.

In 2014, the group embarked on an ambitious regional expansion plan, starting with the acquisition of Phoenix of East Africa Assurance Company Limited, with operations in Kenya, Uganda, Tanzania and Rwanda. The group has consolidated its position in the various markets in which it operates, with a stellar reputation and track record for success. In 2018 the group's various entities came together under a single and dynamic brand - MUA.

In 2019 MUA underwent a restructuring with the aim of simplifying the operations of MUACL, its subsidiaries and associates through the separation of the insurance operations in Mauritius and the group's international activities. MUA Ltd was incorporated as a new legal entity to act as the ultimate holding company.

MUA employs over 670 staff across its entities in Mauritius, Kenya, Uganda, Rwanda, Tanzania and the Seychelles.

## About MUA Insurance (Kenya) Ltd

MUA Insurance (Kenya) Ltd, previously known as Phoenix of East Africa Assurance Company Ltd, has been offering short-term insurance since 1912 to the Kenyan market and has significantly developed its insurance activities in Tanzania, Uganda and Rwanda.

## About Saham Assurance Company Kenya Limited

Saham Assurance Company Kenya Limited, formerly known as Mercantile Insurance Company Ltd, was established in 1993 as a composite insurance company.

The majority shareholder is Colina Holdings Ltd, a public limited company and a fully owned subsidiary of Saham Finances (now called Sanlam Pan Africa), a leading pan-African Insurance Company.

In 2018 the Sanlam Group, a financial conglomerate listed on the Johannesburg Stock Exchange, acquired 100% of Sanlam Pan Africa.

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