



MARKETING THE MODERN MUTUAL

PRESENTED BY AYANDA SEBONI

icmif

Life Insurance

Investments

Financial Planning

Short-Term Insurance

Medical Aid



Life Insurance

Investments

Financial Planning

Short-Term Insurance

Medical Aid



Life Insurance

Investments

Financial Planning

Short-Term Insurance

Medical Aid



OUR HISTORY

1941 – 2022

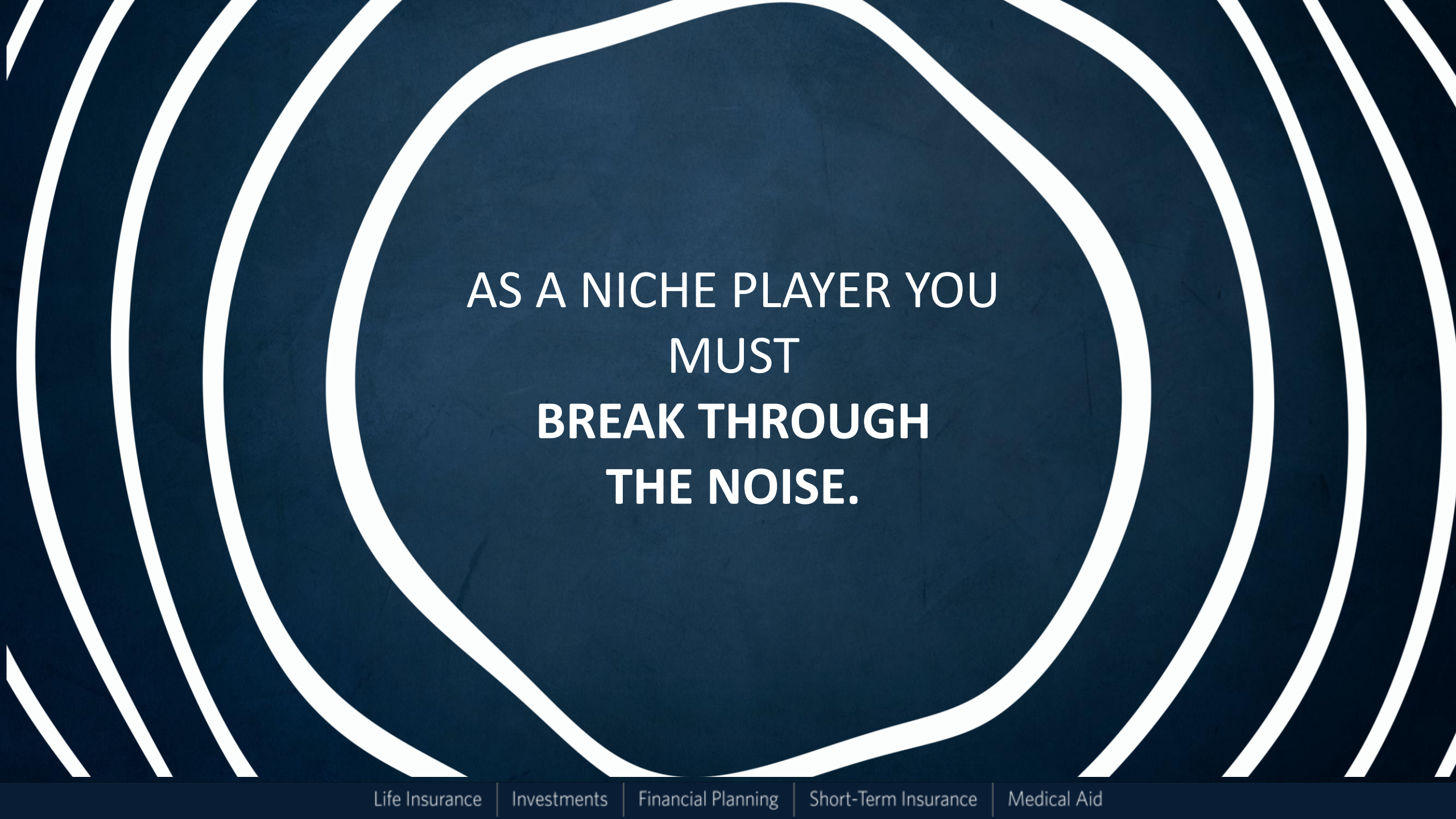
[Life Insurance](#)

[Investments](#)

[Financial Planning](#)

[Short-Term Insurance](#)

[Medical Aid](#)



**AS A NICHE PLAYER YOU
MUST
BREAK THROUGH
THE NOISE.**

**MARKETING
A MUTUAL**

THE POWER OF SHARED SUCCESS

DESIGN FOR DIFFERENCE

BRAND ALIGNMENT

MARKETING A MUTUAL

THE POWER OF SHARED SUCCESS



MUTUALITY



SUCCESS IS **BETTER SHARED**



PROFIT-SHARE



MARKETING
A MUTUAL

THE POWER OF SHARED SUCCESS

DESIGN FOR DIFFERENCE

BRAND ALIGNMENT

MARKETING A MUTUAL

DESIGN FOR DIFFERENCE PRODUCT



Critical Illness – immune therapy and experimental treatments cover for Cancer



Family Network



Vehicle License renewal & Chauffeur drive



Cross-Holdings Booster

MARKETING A MUTUAL

DESIGN FOR DIFFERENCE NURTURING THE SOURCES OF BUSINESS



Specialist Support Services



Academy Specialist training for Brokers



University Support

MARKETING A MUTUAL

DESIGN FOR DIFFERENCE SOCIAL



Bursaries and crowd funding for education



Psycho social support solutions available to members and their families free



Healthy weigh challenge



MARKETING
A MUTUAL

THE POWER OF SHARED SUCCESS

DESIGN FOR DIFFERENCE

BRAND ALIGNMENT

BRAND STRATEGY EVOLUTION



STRATEGIC
EXECUTION TEAMS



UNIFIED COMMUNICATIONS
& PERSONALISATION



PROFIT STATEMENT



A night scene of a winding road through a forest. The sky is dark blue and filled with stars, with the Milky Way galaxy visible as a bright, hazy band of light. The road is illuminated by a soft blue glow, and the trees are silhouetted against the night sky.

THE ROAD IS
LONG AND
WINDING

**BUT WE ARE
ENJOYING
THE RIDE.**

Life Insurance

Investments

Financial Planning

Short-Term Insurance

Medical Aid



THANK YOU

PRESENTED BY AYANDA SEBONI

icmif

Life Insurance

Investments

Financial Planning

Short-Term Insurance

Medical Aid