



FOR PSA MEMBERS: **GENERAL 5/2025**

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PSA welcomes *Liberty* as new business partner

Liberty, a leading financial services provider in South Africa and a wholly owned subsidiary of the Standard Bank Group, has signed a memorandum of understanding (MOU) with the PSA.

This partnership will expand *Liberty*'s digital footprint and reach, enabling it to share valuable financial insights across PSA's various platforms, including it's the Union's website, social media channels, and the *PSA magazine*.

As a business committed to helping clients grow and protect what matters most through financial planning, risk cover, and investment solutions, *Liberty* sees this collaboration as a powerful opportunity to enhance the lives of PSA members. By leveraging the PSA's extensive platform network, *Liberty* will provide access to financial education, practical tools, and tailored support to members.

"We are excited to partner with the PSA to bring our message of financial wellness to a wider audience," said Sidwell Blangwe, *Liberty* Head of Market Development and Worksite Management. *"Through this collaboration, we aim to equip individuals with the knowledge and resources they need to make informed financial decisions and build a secure future for themselves and their families."*

Liberty has since its founding in 1957, been committed to supporting clients through every life stage. Today, as a Pan-African financial services leader and part of the continent's largest bank by assets, *Liberty* continues to deliver solutions that address both the financial and emotional needs of its clients.

The MOU with the PSA marks another milestone in *Liberty*'s journey, reinforcing its commitment to delivering exceptional client experience and deepening its footprint across South Africa. *For middle-income groups that constitute the majority of the PSA members, Liberty will provide a suite of products and services, which include accredited Financial Advisers to help guide members in developing solid financial plans as well as relevant insurance solutions that provide financial security in moments that matter. That is, a Liberty funeral cover that will ensure a dignified send-off for the main member with up to R100 000 cover as well as covering up to 32 beneficiaries, with life cover ensuring that beneficiaries of the deceased can be taken care of with cover up to R1 million.*

SMS your name and surname to 30839 for a Liberty Accredited Financial Adviser to call you back or visit www.liberty.co.za today.

Reuben Maleka
GENERAL MANAGER

About Liberty

Liberty is a wholly owned subsidiary of The Standard Bank Group and is currently one of the largest providers of long-term insurance solutions to South Africa's retail affluent market. With a strong and relevant brand of more than 60 years, Liberty offers an extensive, market-leading range of products and services to help clients build and protect their wealth and lifestyle. This is enabled by Liberty's 3 000-strong-tied distribution force that expertly equips customers with knowledge to make financial decisions that add value throughout their various life stages. Liberty's incorporation into Standard Bank provides synergies and advantages not only in South Africa but across the African continent, positioning Liberty as an integral part of a universal financial services organisation focused on delivering exceptional customer experiences and superior value. Liberty Group Ltd is a licensed life insurer and an authorised financial services provider.

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