

## **PINNAFRICA INSURANCE ADOPTS NEW CARDIF PINNACLE BRAND**

(12/04/2005)



It gives me great pleasure to announce that Pinnafrica Insurance will be changing its name to CARDIF PINNACLE as from the second quarter of 2005.

Pinnafrica (to be CARDIF PINNACLE) is as a wholly owned subsidiary of UK-based general insurer Pinnacle Insurance Holdings plc, who have already adopted the new CARDIF PINNACLE trading style in early 2005. CARDIF PINNACLE has been part of the multi-national French banking and bancassurance group CARDIF / BNP Paribas since 1991, and is now capitalising on the worldwide profile enjoyed by the Group.

Our integration with the Cardif brand directly associates Pinnafrica with an insurer that operates in 29 countries, and a global banking entity - BNP Paribas Group - that has a worldwide presence in no less than 85 nations! This enhanced profile will help to promote our business relationships with many existing and prospective local and international clients. The newly established trading style, CARDIF PINNACLE, incorporates the name of Pinnafrica's longstanding parent companies, Pinnacle Insurance Holdings plc, Cardif and BNP Paribas.

Good brands are a major asset in the race to stay ahead of the competition, and we have decided that the time is right to adopt our parent's strong global identity for our business. This will enable us to derive greater benefit from the strength of the group's image, whilst retaining the domestic goodwill and brand value relating to the Pinnafrica name. CARDIF PINNACLE will continue its role as South Africa's specialist Payment Protection insurer.

The licences of Pinnafrica Insurance Limited and Pinnafrica Life Limited will continue to exist as the primary underwriters for the Group's business lines, but all future sales and marketing will be branded in the new CARDIF PINNACLE trading style.

Neo Mokoena  
Managing Director

### **Further information**

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