



PRESS RELEASE

African Reinsurance Corporation
Société Africaine de Réassurance

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Africa Re Unveils New Logo

During the 42nd African Insurance Organisation (AIO) Conference in Tunis, Tunisia, on 25 June 2015, Mr. Corneille Karekezi, the Group Managing Director and CEO of Africa Re, released details of the Corporation's new logo.

According to Mr. Karekezi, "We have decided to change the logo for various reasons, the major one being that next year we are going to celebrate our 40th anniversary. Since the creation of Africa Re, the continent has changed in many aspects. We are witnessing the rise of Africa, which everyone is talking about. We believe we want to renew our commitment to the continent, we want to strengthen our position in our core markets which are African States and we want to send a strong signal to our stakeholders and customers to tell them we are here for another 40 years, 100 years".

The logo of Africa Re will be the cornerstone of the Corporation's identity, a solid foundation on which all communications with various stakeholders will be based. It will be the representation of the Corporation seen by the public, designed to convey the distinctive essence of Africa Re. Each element has been carefully selected to reinforce Africa Re's mission, vision and values.

The new logo is intentionally bold and forward-looking, characteristics which spring from the Corporation's mission to:

- foster the development of the insurance and reinsurance industry in Africa,
- promote the growth of national, regional and sub-regional underwriting and retention capacities, and
- support African economic development.

The logo consists of the icon (continent of Africa on a globe) and the logotype (Africa Re). The icon identifies Africa Re as a global company based in Africa, reinforcing the size and strength of the organisation. The stripes on the globe illustrate that the world is constantly rotating reinforcing the interdependency of companies and countries. The three colours: blue, gold and white display a regal nature and are associated with qualities of authority, trust, strength and professionalism portraying Africa Re as a world leader. The final component, the logotype, comprises the words Africa Re already known by the majority of stakeholders. All the elements of the new logo are positioned together and sit on a solid block of colour, resulting in a subtle yet powerful logotype.