



# BrightRock kicks off an exciting partnership

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## BrightRock announces DHL Stormers and WP Rugby sponsorship

**Johannesburg, 26 January 2016** – Fast-growing life insurance player BrightRock today announced the signing of a three-year Official Associate Sponsorship agreement with the DHL Stormers and DHL Western Province, effective from January 2016.

The deal signals a major milestone for the company, which launched its unique needs-matched life insurance offering in 2012. BrightRock has rapidly established itself as one of the fastest-growing players in the intermediated individual life market in South Africa. The company recently announced that premium growth had grown by 80% year on year, with cover in force now exceeding the R114 billion mark and claims to the value of over R155 million paid to date. According to BrightRock executive director Suzanne Stevens, the partnership reflects the company's strong performance to date and will help fuel the growing awareness of its brand among consumers in its target market.

Stevens commented: "We're thrilled to be involved with two of South Africa's most beloved rugby properties and helping to bring top-class rugby action to such a large, diverse and passionate fan base across South Africa".

BrightRock's involvement as a business sponsor for the DHL Western Province and DHL Stormers teams will be visible in stadium, with its logo appearing on the back of all match-day jerseys. "It's a privilege to join head sponsor DHL and associate sponsors Land Rover and adidas on the blue-and-white jersey".

According to Stevens, BrightRock sees the partnership as a perfect platform for its "Love

Change" brand philosophy, because of the ever-changing, unpredictable nature of the game. She says that the concept of change is central to the BrightRock needs-matched insurance offering, which is dynamically able to change with clients as their needs change over their lifetime.

"Rugby, like life, is a game where the unpredictable is always a play away and can challenge even the best skill and preparation. A lucky bounce of the ball, or one critical call, can swing the game for or against you. We believe in not fearing these game-changing moments, but embracing them. By welcoming Change – in rugby or in life – we're able to find the opportunities that it presents."

"Our product is designed to precisely match your risk needs upfront and then it can change with you as your financial interests shift at major, life changing moments. Rugby with its odd-shaped ball that delivers that unpredictable bounce, gives us a platform to highlight the unique value BrightRock's needs-matched life insurance has to offer with its world-first ability to adapt to our clients' dynamic, changing lives."

President of the Western Province Rugby Football Union Mr Thelo Wakefield added: "We are very excited to welcome BrightRock into the Western Province Rugby family. We look forward to working closely with their team and providing BrightRock with value whilst drawing on their expertise to grow and develop the game and our brands for all."

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## About BrightRock

BrightRock was started with the goal of creating insurance products that truly meets consumers' and financial advisers' needs. It offers individualised, needs-matched life insurance cover that's built around your specific needs at the outset, and is specially designed to change with you as your needs change. And because BrightRock's cover is flexible and changes appropriately when your needs change, it's more efficient. This means both your cover and your premiums remain relevant, and more affordable, throughout your life.

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## BrightRock figures at 31 December 2015

● Total claims paid to date	<b>R155m</b>
● Year on year premium growth	<b>80%</b>
● Total cover in force	<b>R114bn</b>
● Present value of future premiums	<b>R2.028bn</b>
● Number of accredited advisers nationally	<b>3 400</b>

BrightRock (Pty) Ltd, underwritten by Lombard Life Ltd, is an authorised financial services provider.

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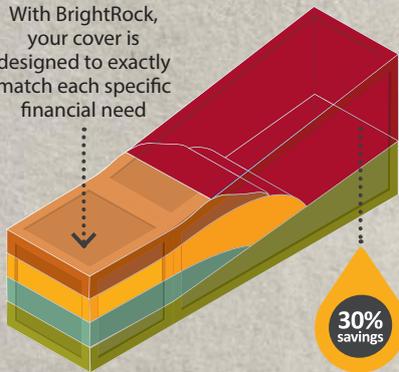
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## Image Gallery

### BrightRock's needs-matched product structure

With BrightRock, your cover is designed to exactly match each specific financial need



- Cover for child-related needs, such as education costs
- Cover for household expense needs
- Cover for debt needs, such as a homeloan
- Cover for death-related needs such as funeral costs and estate duty
- Excessive cover on traditional policies that would be sacrificed back to the insurer when the needs decrease or when premiums become unaffordable. BrightRock strips out this wasted cover, delivering an average saving of 30%

### Match-day kit with BrightRock branding



### BrightRock's founders and Executive Directors

Leopold Malan; Suzanne Stevens; Schalk Malan and Sean Hanlon



### Videos

Click the buttons below to watch:



"Play the bounce – in rugby and in life"



BrightRock: the future of life insurance

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## Got a question for one of our spokespeople?

Contact our media relations team:

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