

Friends Provident International adds South African expatriate proposition to its customer portfolio

Date: August 2016

Friends Provident International (FPI) has launched a South African proposition, to complement its existing portfolio of NRI, British and Australian customer propositions.

Following qualitative research among South African expatriates living and working in the UAE, a new range of materials has been developed. This material is available to help South African nationals focus on what matters to them, and how they can meet a range of financial planning requirements, both while living overseas and if they choose to return to live in South Africa. The material covers a range of financial planning needs from education funding, to investing in property and planning for retirement.

FPI is planning a series of conferences with members of the South African Business Council (SABCO) over the next month or so, to unveil the proposition to South African expatriates first hand.

Philip Cernik, Chief Marketing Officer, Middle East and Africa at FPI said:

“I am pleased to be able to deliver these value add materials for South African expatriates. At FPI we recognised some time ago that the days of the ‘one-size-fits-all’ approach to proposition development are long gone. We therefore go to great lengths to understand what makes our customers tick, and to identify with the unique financial planning requirements of various expatriate customer groups. We then develop material to help them understand what they have to do to meet their goals. We believe passionately in putting the customer first and in tailoring our propositions to meet the unique aspirations of each key customer group.”

The new range of customer focused materials includes a detailed guide to South African taxation, to help customers understand their tax position, both as an expatriate and as a South African national.

Marcus Gent, Managing Director, Middle East and Africa at FPI said:

“This is the fourth expatriate group for which FPI has developed material aimed at helping them understand how they can meet a variety of financial planning needs while living and working outside of their home country. Of course, it is also important they are appraised of the taxation situation, both while living overseas and if they return home – or choose to relocate to another country - and we can help them with that too. This is most definitely not a product push; its an initiative aimed at adding value, and helping our South African expatriate customers to focus on what is important to them’.

The materials can be viewed and downloaded from the Knowledge section of FPI’s website – www.fpinternational.com/ae

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Notes to Editors

About Friends Provident International

Friends Provident International (FPI) provides life assurance, pensions and investment products in Asia, the Middle East, the United Kingdom – and other selected markets – and is part of the Aviva Group.

We have over 35 years' international experience, offices in Hong Kong, Singapore, the United Arab Emirates and the Isle of Man, and more than 500 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

About Aviva

- Aviva provides life insurance, general insurance, health insurance and asset management to 34* million customers, across 16 markets worldwide
- In the UK we are the leading insurer serving one in every four households and have strong businesses in selected markets in Europe, Asia and Canada. Our shares are listed on the London Stock Exchange and we are a member of the FTSE100 index.
- Aviva's asset management business, Aviva Investors, provides asset management services to both Aviva and external clients, and currently manages over £245 billion in assets.
- Aviva helps people save for the future and manage the risks of everyday life; we paid out £24.6 billion in benefits and claims in 2014.
- By serving our customers well, we are building a business which is strong and sustainable, which our people are proud to work for, and which makes a positive contribution to society.
- The Aviva media centre at <http://www.aviva.com/media/> includes company information, images, and a news release archive.
- For an introduction to what we do and how we do it, please click here <http://www.aviva.com/about-us/aviva/>
- For broadcast-standard video, please visit <http://www.aviva.com/media/b-roll-library/>
- Follow us on twitter: www.twitter.com/avivapl/

* Before the deduction of Aviva and Friends Life overlapping customers.

IMPORTANT INFORMATION

Friends Provident International is a trading name of Friends Provident International Limited and Aviva Group PLC (for business conducted outside the United Kingdom).

Friends Provident International Limited

Registered and Head Office: Royal Court, Castletown, Isle of Man, British Isles, IM9 1RA.

Incorporated company limited by shares. Registered in the Isle of Man, number 11494.

Authorised by the Isle of Man Insurance and Pensions Authority.

Provider of life assurance and investment products.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Authorised by the Office of the Commissioner of Insurance to conduct long-term insurance business in Hong Kong. Registered in the United Arab Emirates as an Insurance Company (Registration No. 76).



Registered with the Ministry of Economy as a foreign company (Registration No. 2013): Registration date 18 April 2007.

Authorised by the United Arab Emirates Insurance Authority to conduct life assurance and funds accumulation operations.

Registered in Singapore No. F06835G.

Licensed by the Monetary Authority of Singapore to conduct life insurance business in Singapore.

Friends Provident International is a registered trade mark of the Aviva Group.