



# COMPANY PROFILE



- COMPOSITE RISK ● INSURANCE
- FINANCIAL SERVICES BROKERAGE



## FIRST SUN ALLIANCE (PTY) LTD T/A

- First Sun Alliance Insurance Brokers - Botswana
- FSARE Insurance Brokers - Botswana
- First Sun Alliance Insurance Brokers - Zimbabwe
- First Sun Micro Insurance Company - Zimbabwe
- Paulo Sun Financial Services - RSA

### COMPOSITE RISK, INSURANCE AND FINANCIAL SERVICES BROKERAGE



BOTSWANA NBFIRA LICENSE  
REGISTRATION NUMBER 2/9/99



*"Your peace of mind first"*

*A total experience that  
makes you want to fly*





## ABOUT FIRST SUN ALLIANCE

First Sun Alliance (Pty) Ltd is a composite financial services provider incorporated in Botswana in year 2000 and is now operating in three countries:

### **BOTSWANA (HEAD OFFICE)**

Providing insurance broking and risk management services covering short term, group and long term

FSARE insurance Brokers Botswana:

Providing reinsurance broking services covering Botswana, Zimbabwe and the international reinsurance market

### **ZIMBABWE**

Providing all insurance and risk management services covering short term, group and long term

### **SOUTH AFRICA**

T/A Paulo Sun Financial Services

Providing all risk management and insurance broking services





## OUR OBJECTIVE

To be broker of first choice offering best service across the SADC region through extended global reach via synergies with renowned global partners. To this end we are licensed in three SADC countries progressing towards registering in Namibia, Zambia and Mozambique.

## OUR VISION



To be the preferred risk and insurance broking services provider in the marketplace.

## OUR MISSION



To meet and satisfy risk management and insurance needs of the public through excellent technical knowledge, professional conduct, expert delivery and dedicated personal service.

## CORE VALUES



Stewardship,  
Passion,  
Integrity,  
Service Excellence,  
Teamwork.  
Above all, creativity and innovation

## OUR VALUE PROPOSITION

We recognize that risk is an integral part of every business and success thereof needs a robust effective risk management strategy. Our primary value proposition is to minimize our client exposures and attend to any risk exposures that may threaten our clients' business.

## OUR OPERATIONAL STRATEGY

We will achieve our vision by:

Employing highly qualified staff-our international cross border branch network affords virtual real time skills and technical skills sharing.

Application of highly innovative risk minimization solutions processes, competencies and accountabilities, as well as the employment of sophisticated software and digital solutions, transparent reporting tools to successfully balance risk and available solutions.





## OUR SERVICES

We strive to provide exceptional service and innovative solutions.

We specialize in the following areas:

### SHORT TERM

**Risk Consultancy:** Insurance Audits, Exposure Analysis, Cover placement, Portfolio administration, Claims Management, Pre-renewal Reviews, Technical Insurance Advice, Risk & Needs Analysis.  
**Risk Management:** Risk Surveys, Exposure Analysis, Alternative risk transfer.

**Insurance portfolio review and audits:** Our insurance audit provides a detailed analysis of the corporate insurance program and the scope, amount and quality of coverage of insurable-type operational risks. We look at adequacy of limits based on worst case loss, comprehensiveness of the various policies, exclusions, warranties or other terms that could potentially threaten full indemnity, implementation of deductibles and self-insurance options.

**Claims Management:** We assist clients in claims handling, recoveries and negotiating.

### LONG TERM: Individual and Group

**Needs analysis:** We employ world acclaimed modules to carry out personal needs analysis and recommend best solutions to minimize financial exposure.

**Plan recommendation:** We focus on exposure issues before considering specific insurance or other risk transfer solution. Our independence and expertise benefit clients.

**Administration:** Placement of cover, administration and review, claims handling. When a company has a large insured loss, it often faces a lengthy and challenging process in proving and negotiating its insurance claim.

**Group cover design and white labelling:** we present tailor solutions, FSA has developed a particular expertise in designing and developing solutions that are client specific.

**Estate Planning:** FSA has adopted and developed world class models to carry out needs analysis and estate planning solutions to meet client needs. Modules are tailor made to note respective tax regimes per country of service provision.

**Fiduciary services:** FSA has arrangements with reputable principals to provide service on wills drafting, custody and executorship.



## OUR INSURANCE PARTNERS

We represent all insurers in Botswana and hold strategic brokerage agreements with key insurers in Zimbabwe and RSA.

We also hold key broking arrangements with non risk principals on financial planning and investments.

## OUR TECHNICAL PARTNERS

We hold strategic relationships with relevant service providers on specific specialist areas for collaboration when necessary depending on tasks at hand, including but not limited to:

1. International associations and technical partnership with world leading broking houses.

Our association with leading international service providers provides consultation towards improved service on areas like:

- Portfolio assessment and Design
- Portfolio placement and Reinsurance
- Complex Claims Management and Support
- Access to Offshore Markets like Lloyds of London and International Reinsurers

2. Enterprise Risk Management; Actuarial, Financial & Corporate Advisory services. We have working relationships with dedicated internationally renowned organizations in this area.

3. Loss management, engineering and surveys:

- Risk Management
- Risk Surveys
- Valuations
- Loss and Claims Management Consultancy



## AVAILABILITY OF RESOURCES

### 1.1 Technical Expertise & Experience

FSA management team are all thought leaders and pundits in insurance and risk management. The entire senior management team hails from various international insurance institutes.

### 1.2 Facilities and Branch Network

FSA head office operations are housed at Plot 138, which is a property owned by FSA Properties, a subsidiary of First Sun Alliance. This means that we are a reputable company operating as a going concern and this brings stability.

We are present in Zimbabwe and South Africa, reflecting our ability to diversify through different cultures

### 1.3 Information Technology Systems

We own bespoke systems that are flexible to digitalize operations and generate real-time reports. Our systems are user friendly and interact at ease with all stakeholders.

### 1.4 Effective Internal Control Systems & Professional Indemnity cover

FSA has watertight internal systems that provide seamless flow of work and ease of follow through.

We have in place manuals and process maps that guide our routine operations leaving no room for errors. In the unlikely event of an omission, FSA has Professional Indemnity cover which is adequate to protect client's interests.

### 1.5 General Capacity that FSA will Deliver Quality assured service

We thrive in relationship building and it aids in harnessing with our customer to business partnership.

Our financial soundness is highlighted through the number of years in the market (21 years) and the fact that we have been licensed to do business for all insurers in both the short term and life market.



## GROUP MANAGEMENT



**Paul S. Chitate**  
Group Chief Executive Officer

Paul brings in more than 40 years' direct and relevant experience in the Financial and Insurance Broking Service industry having worked in the banking and insurance sectors in Zimbabwe, Botswana and South Africa.

Paul educational qualifications include an Honors Business Studies Degree from University of

Zimbabwe, Diploma in Institute of Bankers, Associate and Fellow of the Insurance Institute of South Africa. In keeping with professional qualification guidelines Paul has up to date CPD compliance records and has attended numerous conferences and professional seminars across the globe. He is a compliant member of LUASA and Society of Fellows SA.

Paul has valuable working experience having occupied responsible positions at leading companies including Old Mutual, Zimbabwe Insurance Brokers, Sedgwick's, International Insurance Brokers and Corporate Insurance Brokers in Zimbabwe. He left Zimbabwe to pursue business interests in Botswana where he joined Omega Insurance Brokers as the Executive Director- Group and Individual Life Business in 1992 and left in 2000 to set up First Sun Alliance Insurance Brokers where is now Group CEO for the Group across three countries.

He served as a member on the Botswana Insurance Advisory Board towards implementation of various regulatory amendments, Chairman of the Botswana Financial Advisors Association, member of the Industry Sector Consultative Council, Chairman and member of the Botswana Insurance Brokers Association and member of the Botswana Insurance Institute Board on several occasions.



## WHERE TO CONTACT US

### BOTSWANA



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