

Momentum Metropolitan Holdings announced as the new name for MMI Holdings

Questions and Answers

1 What is changing?

South African based financial services group MMI Holdings has taken the decision to change its name to Momentum Metropolitan Holdings.

Wherever MMI Holdings appears currently, will change to read Momentum Metropolitan Holdings. The most notable changes will be that MMI employees will now be Momentum Metropolitan employees, and the signage on our three main buildings (Centurion, Parc du Cap and Cornubia) will reflect the logos of both Momentum and Metropolitan. The names on Momentum or Metropolitan branches will remain unchanged.

At the same time the name of the life insurance subsidiary MMI Group Limited will also be changing to Momentum Metropolitan Life Limited. This entity is the subsidiary under which the company's main long-term insurance licence sits and which has an Unsecured Subordinated Note Programme registered with the JSE.

2 What is not changing?

The names of the various businesses carrying the Momentum and Metropolitan brands will not be changing. In addition to these brands, the group brands include Guardrisk and Eris Property Group.

3 Why is it changing?

This move aims to promote the well-known brand names of two of the strongest companies within the group: Momentum and Metropolitan

As the listed entity, the holding company receives a fair bit of exposure. Changing the name to Momentum Metropolitan will increase the exposure for the group's two main consumer brands.

MMI Holdings was born from the merger between insurance giants Momentum and Metropolitan in 2010. Both Momentum and Metropolitan have a long history in the financial services industry. The renaming of the holdings company leverages off the goodwill and stellar reputation both businesses have built over the years.

The new name will facilitate more effective exposure and aligned awareness, in line with the group's Reset and Grow strategy. A critical component of this strategy is the revitalisation of the Momentum and Metropolitan brands.

4 Why is it good for the business?

Momentum Metropolitan CEO Hillie Meyer says, "There was a good business case to rename the group. Momentum Metropolitan does not require explanation, but clearly communicates the nature and strengths of our business. When Momentum and Metropolitan show up in close proximity to each other, both brands enjoy shared exposure and increased awareness. We can now leverage the weight of the group to hero our brands".

Market insights demonstrated that, even more than eight years after the merger of the two companies, internal and external stakeholders did not organically and automatically connect MMI to its two strong and well-recognised retail brands. Clearly placing the two retail brands front and centre, gives investors and other stakeholders a better understanding of what the listed entity represents, while also demonstrating the strength of a combined collection of strong companies and competencies.

5 When and how is the change being rolled out?

A number of regulatory requirements needed to be fulfilled before the new name could be implemented. Some of these steps included seeking shareholder approval, CIPC (Companies and Intellectual Property Commission) resolution and registration and new share certificates being issued. Some of these requirements need to be communicated on the Stock Exchange News Service (SENS), which is available to everyone.

Expected date of completion of all the necessary steps is Monday 22 July and therefore the new name announcement and logo reveal is expected to be on the next day, Tuesday 23 July 2019.

After 23 July some changes will be almost instantaneous (in the digital space) whereas certain changes will be implemented over time to manage expenditure of effort and costs (for example, disclosure notes on printed documents and brochure-ware). This roll-out over time is intended to minimise costs and reduce collateral waste, without incurring the larger costs of an instantaneous reveal.

Momentum Metropolitan will trade as Momentum Metropolitan Holdings Limited, listed on the Johannesburg Stock Exchange (JSE) in South Africa and on the Namibian Stock Exchange (NSX) in Namibia, with the same registration numbers and trading abbreviation of MTM on the JSE and MMT on the NSX. The new name is expected to be adopted from the last week in July 2019 with a roll out of new identity branding and collateral being phased in over the next six to 12 months.

If you need any further information please email your queries to info@momentummetropolitan.co.za

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About Momentum Metropolitan

Momentum Metropolitan Holdings Limited (www.momentummetropolitan.co.za), formerly MMI Holdings Limited, is a South African based financial services group listed on the Johannesburg Stock Exchange (JSE) in South Africa and on the Namibian Stock Exchange in Namibia.

Through our client-facing brands Metropolitan (www.metropolitan.co.za) and Momentum (www.momentum.co.za), with Momentum Multiply (wellness and lifestyle rewards programme), and our other specialist brands, including Guardrisk, Exponential and Eris Property Group, we exist to help businesses and people from all walks of life to achieve their financial goals and life aspirations.

We help people grow their savings, protect what matters to them and invest for the future. We help companies and organisations care for and reward their employees and members. Through our own network of advisers or via independent brokers and utilising new platforms Momentum Metropolitan provides practical financial solutions for people, communities and businesses.