



Liberty Life Insurance Zambia Reaffirms Market Commitment, Unveils New Brand Identity

Press Release

20th May 2026

Lusaka, Zambia Liberty Life Insurance Zambia Limited has reaffirmed its long-term commitment to the Zambian market while unveiling a new brand identity that strengthens its position within the financial services sector.

Speaking at a stakeholder engagement event with Brokers and industry partners, Managing Director Chilufya N. Nyirenda emphasised that the company remains a reliable and trusted partner to the Zambian people.

“For many years, Liberty Life Insurance Zambia has stood alongside businesses, families, and individuals, providing protection, building wealth, and securing futures. Our presence in Zambia is intentional, and our commitment remains unwavering.”

Ms. Nyirenda noted that while the company continues to evolve its product offerings, it is firmly focused on strengthening its role within the market.

“As we move forward, we are not stepping back, we are stepping forward with clarity, focus, and

The event also marked the official unveiling of the company's new logo and brand positioning, transitioning from the tagline **“In It With You”** to **“Standard Bank Group.”**

This shift reflects Liberty Life Insurance Zambia's alignment with Standard Bank Group, reinforcing its access to greater resources, enhanced expertise, and stronger governance structures.

“This evolution is more than a visual change. It is a statement of strength, stability, and our commitment to delivering even greater value to our clients and partners,” Ms. Nyirenda said.

She further highlighted the importance of collaboration with Brokers, the regulator PIA and industry stakeholders in driving growth and building confidence in Zambia's financial services sector.

Liberty Life Insurance Zambia reiterated that it remains dedicated to supporting financial security, protecting livelihoods, and contributing to a resilient and inclusive financial ecosystem.

“We have been here, we are here, and we will continue to be here, stronger and better positioned to serve.”