

CEO's MESSAGE For 2011

We at Alpha Lloyds have achieved good results in 2010 reflecting 16% growth in revenue compared to 2009 given the over all slow down of the economies in the region. We have spread our wings across territorially and in the line of business. Quintessential to the Company's success is its broad range of products which serve both retail and commercial consumers.



Alpha Lloyds is currently a strong local & International player with a view to leading the local market. Our vision is to be the leading and preferred provider of insurance products backed by exceptional service.

The strength that Alpha Lloyds thrives upon in our growth and expansion is our first class team together with our second to none excellent Service to our clients.

At a time when many brokers are reporting falling revenues as a result of the low insurance rates due to softness of the market together with the severe competition amongst many players, Alpha Lloyds has surged.

Under normal circumstances, you would say "batten down the hatches' and ride out the storm". We told our people we were going to do that for our existing business, but that we saw really good opportunities for bringing good individuals and business.

We believe Alpha Lloyds services are better suited to firms with more complex risk needs and high expectations of Service levels. We face stiff competition from big brokers but we know that risk managers are craving an alternative to the status quo. Companies want choice and we saw a clear gap in the market for an independent specialist brokers that can provide objective advice and real expertise. The major brokers are approaching the market as a one – stop shop which results in lack of individual attention and creativity.

We are always seeking new talents in line of attracting new clients to keep on growing without compromising on Services rendered.

Alpha Lloyds is an independent, private company run to the same standard as a listed firm. This involves significant contribution from non executive directors to assist in our growth mainly due to the pressure on fees and commissions caused by brokers desperate for new business and prepared to work for little to get the business on the books. It does our reputation as an industry no good.

We are facing a challenging 2011 which would be a good year hopefully to stabilize the market locally and internationally.

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