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FOR PSA MEMBERS: **GENERAL 22/2024**

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## PSA welcomes *ESURITY Life Solutions* as new business partner and underwriter

*Esurity Life Solutions* is a 100% Black-owned micro-insurer established in 2023, with the focus on offering insurance products, including funeral cover that is affordable to members. The newly established partnership with the PSA aims to deliver funeral plans for PSA members.

Recognising the financial pressures faced by public-sector employees, *Esurity's* policies provide comprehensive cover for members and their families, ensuring that PSA members and their loved ones are protected when the inevitable transpires.

This partnership aligns with the PSA's core values of social justice, equality, and financial security. *Esurity's* goal is to empower members to plan with confidence, offering funeral insurance that is simple, flexible, affordable, and inclusive. By providing dignified, affordable cover, *Esurity* supports the PSA's mission to improve members' well-being and financial security.

*Esurity* believes financial inclusion and literacy are crucial to creating a more equitable society. In view of this, their plans are designed to help PSA members make informed decisions about safeguarding their families' futures.

*Esurity* will as part of its collaboration efforts, be present at PSA official events across the various regions. *Esurity* is available on all social media platforms as *Esurity Life Solutions* or on 087 474 6838 and [www.esuritylife.co.za](http://www.esuritylife.co.za).

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