



Press Statement: For immediate release

Bifm launches an Inspirational Campaign

Gaborone, 10th March 2022- Bifm launched their nation-wide campaign that takes its 'Dynamic Wealth Management' brand promise and poses a new tougher challenge: Finding a path to your happily ever after.

“At Bifm, we believe that there are many ways to achieving one’s happily ever after. Everyone wants to gain financial freedom or financial independence. It starts with aligning one’s purpose with their life. While we all share similar beginnings, the point of difference occurs when we start earning money and how this affects our aspirations in life. At Bifm, we understand this, and we offer more than just investment options; we offer clients a team of experienced Bifm Pathfinders with one goal in mind- Making dreams come true. A Bifm Pathfinder is a seasoned portfolio manager who develops and implements investment strategies for the benefit of our investors and therefore developing solutions which help you meet your investment goals”, says Bifm CEO, Ms. Neo Bogatsu.

There are dreams, ambitions, and goals that every single one of us has. It is what we all work hard for. The campaign stems from the insight that, globally, individuals are feeling more inspired and empowered to create positive change in all spheres of their lives and more so within their own financial well-being. The self-empowerment movement happening with people taking control of their lives in different ways is really brought to life in this campaign.

No matter the size of the project; clients can access our investment expertise through our Unit Trust Funds. Whether it’s a portion of land, a business venture, travelling around the world, or even tuition fees for your kids. The possibilities are endless.

What is exciting about the campaign in ‘Finding a path to your happily ever after’ is that it is deeply rooted in the firm’s clients, employees, and history. It is refreshing, compelling and strikes an emotive chord.

Prospective clients can now apply for a Unit Trust from the comfort of their home or office through Bifm’s digital platform; Bifm Smart Invest. Its quick, secure, and convenient. Visit www.bifm.co.bw, for more information.

It’s time to kickstart your investment journey with Bifm.

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About Bifm

Bifm is a wholly owned subsidiary of Botswana Insurance Holdings Limited (BIHL); one of the largest listed companies on the Botswana Stock Exchange. The initial listing of the BIHL Group was in 1991. The BIHL Group’s controlling shareholder is Sanlam (58%), a South African-based financial services company which is arguably one of the largest players in the industry and is also listed on the Johannesburg Stock Exchange

We provide financial solutions to individual and institutional clients. These solutions include investment, asset management, liquidity, alternative investments, savings and linked products, property asset management and capital market activities

Press Release



For more information on the internet and on your mobile: www.bifm.co.bw, or to follow us on Facebook: Bifm and on Twitter: @bifmbw.

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