



Liberty

Assurance

Covers You Right Through



Liberty Assurance Limited

Company Profile

Liberty Assurance Ltd, Port Moresby, Papua New Guinea

www.liberty.com.pg

LIBERTY HEALTH SHIELD



**“Your Health
Your Peace of Mind”**

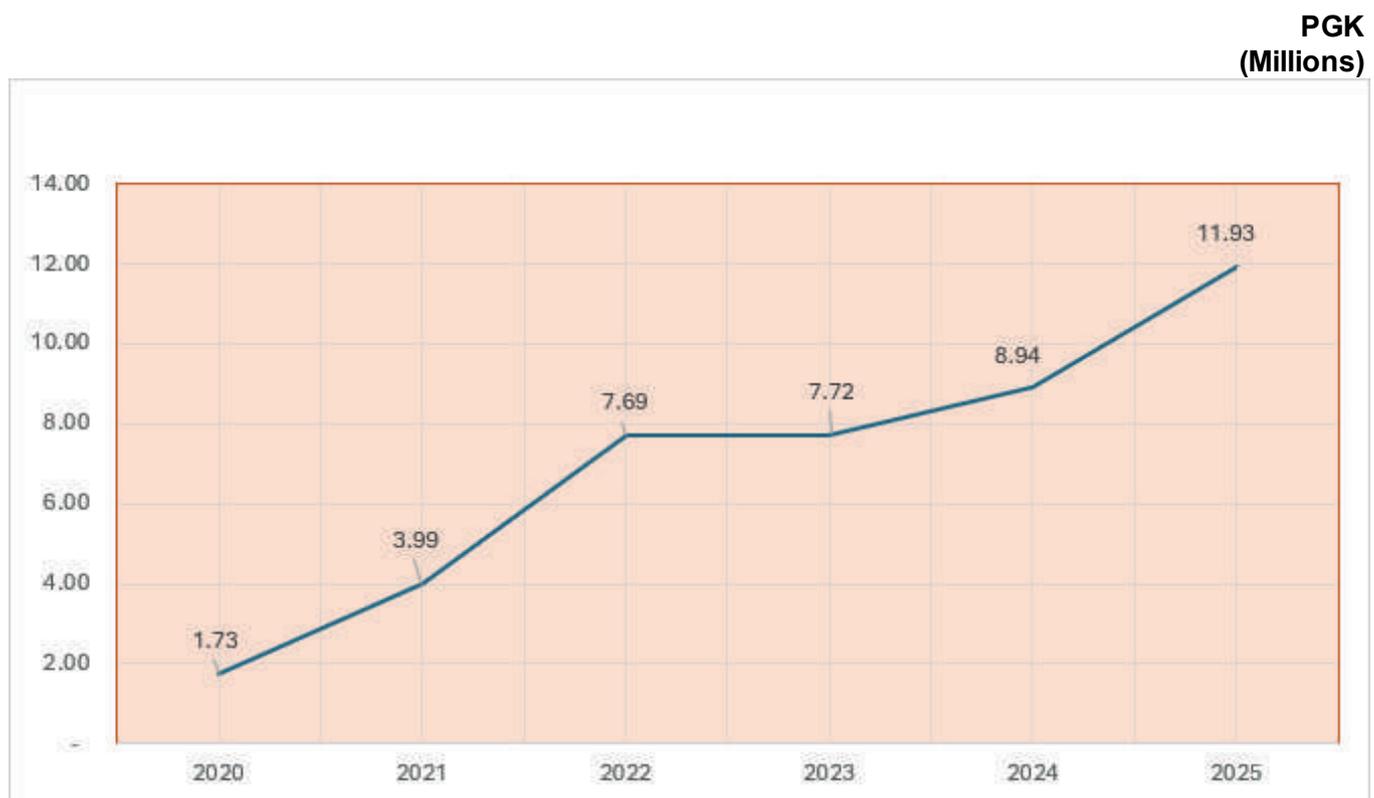
Insurance For All

About Liberty Assurance

Established: 2020

Liberty Assurance Limited is a professionally governed general insurer committed to delivering reliable protection, responsive claims service, and long-term value to businesses and individuals across Papua New Guinea.

- Headquarters: MRDC Haus, Port Moresby
- Focus: Serving clients across PNG with speed, accessibility, and responsive service
- Products: Health, Motor, Property, Liability, Marine, Engineering, Specialty lines
- Board: Eminent business leaders from PNG and abroad
- Promoters: Established PNG business leaders leading large business houses with multi-million Kina turnover and a seasoned insurance professional
- Management: team with over 100 years combined multinational insurance experience
- Our Commitment: Reliable Protection, Personalized for You.
- Our Gross Written Premium since inception is as below



LIBERTY TRAVEL SHIELD



Travel With Peace of Mind

In partnership with



Insurance For All

Board of Directors

- **Dr. Amyna Sultan OBE** – Dr Sultan is an American Board of Ophthalmology certified ophthalmologist with fellowship in cornea and ocular immunology from Harvard University. She has served as Field Medical Director of ORBIS International and AKU as Assistant Professor. She is currently with Pacific International Hospital, where she has served in several capacities: as an Ophthalmologist, Medical Director & CEO for nearly two decades.
- **Mr. Sanjay K Shah MBE** - Sanjay is a well-established businessman in Papua New Guinea, for more than 3 decades. His business interests include manufacturing, commodity trading, technology, hardware, data center, cellular network etc. He has also served as President of PNG Rotary club.
- **Mr. Mukesh Kumar** – Mukesh is a highly reputed and an acknowledged expert with more than 40 years' experience in the insurance industry. His last assignment was as Executive Director, HDFC ERGO, a joint venture between HDFC & ERGO Int. Germany, primary Insurance arm of Munich Re

Management Team

- **Mr. Anish Jacob, CEO** – Anish brings over three decades of multinational insurance leadership, having built and managed profitable portfolios across Asia and Africa, with deep expertise in underwriting, claims governance, and reinsurance structuring. His qualifications include Fellowship - III, PG Diploma in Marine Insurance (WMU, Sweden), Diploma in Reinsurance (NIA Pune) etc., plus he's also a qualified insurance disputes resolution professional .
- **Mr. George Malega - Head Technical** – George has nearly 3 decades of experience in the insurance industry. His expertise spans claims, underwriting, reinsurance, and general management. He is a Senior Associate of Australia & New Zealand Institute of Insurance and Finance (ANZIIF).

LIBERTY HOME SHIELD



**"Protecting Your Home,
Safeguarding What Matters"**

Insurance For All

Our Products

Health & Personal Insurance

- Individual Health Insurance: Financial protection for hospitalisation, surgeries, specialist consultations, and more.
- Group Health Insurance: Customizable plans for corporates and organisations, covering employees and dependents.
- Personal Accident Insurance – Covers accidental injury, disability or death of the insured
- Overseas Travel Insurance: Coverage for medical emergencies, travel delays, baggage loss, and personal accidents abroad.

Motor Insurance

- Comprehensive cover for private and commercial vehicles, including accidental damage, theft, third-party liability, and optional extensions.

Commercial Insurance

- Fire Insurance: Protection against fire and allied perils.
- Industrial Special Risks (ISR): Broad protection for industrial and commercial properties, including business interruption.
- Burglary Insurance: Covers loss or damage due to burglary and forcible entry.
- Money Insurance: Cash in transit and in safe
- Machinery Breakdown Insurance: Protects against mechanical or electrical breakdown of machinery.
- Boiler & Pressure Plant Insurance: Coverage for boilers and pressure vessels.
- Electronic Equipment Insurance: Protection for computers, servers, medical equipment, and communication systems.
- Contractors' Plant & Machinery Insurance: Covers construction equipment and machinery in operation or transit.
- Contractors' All Risks (CAR) Insurance: Comprehensive construction project cover.
- Erection All Risks (EAR) Insurance: Coverage for installation and erection of projects.

LIBERTY ENGINEERING SHIELD



**Total Protection Across the
Engineering Risk Spectrum**

Insurance For All

Marine & Liability Lines

- Marine Cargo Insurance: Protects goods in transit by sea, air, or land.
- Marine Hull Insurance: Insurance for vessels involved in the cargo trade and also for pleasure crafts, yachts, tugs etc.
- Marine Liability Insurance: Carriers Legal Liability, Stevedores, Third Party, Passenger Liability, Multi Modal etc.
- Public Liability: Covers third-party bodily injury or property damage.
- Product Liability: Covers claims arising from defective products.
- General Liability: Broad coverage combining public and product liability.
- Professional Indemnity: For working professionals like Chartered Accountants, Doctors, Surgeons, Surveyors, Audit Firms etc.

Specialty Lines

- Financial crime: Coverage for employee dishonesty, fraud, and fidelity risks.
- Political Violence & Terrorism Insurance: Covers loss from terrorism, riots, strikes, sabotage, Civil Commotion and Malicious damage
- Cyber Liability Insurance: Coverage for losses due to Cyber Incidents.
- Decennial Liability Insurance: 10-year policy for contractors
- Medical Malpractice Insurance: For healthcare providers against claims of professional negligence.
- Directors & Officers Liability Insurance: Protects management against claims from wrongful acts or breaches of duty.
- Protection & Indemnity: Mutual, liability cover for shipowners, operators and charterers
- Single Project Professional Indemnity: For contractors engaged in construction activities
- Film Insurance – For covering film and TV shootings including losses caused due to accidents to the actors etc.
- Event Insurance – For covering sporting events, music concerts, seminars, conventions and the

LIBERTY MARINE CARGO SHIELD



**“Protect Your Goods - From
Warehouse to Warehouse”**

Insurance For All

Claims Philosophy

Here When You Need Us Most

In Papua New Guinea, insurance must deliver certainty when it is most needed. We believe the true value of insurance is realised at the time of a claim. Our Claims Philosophy is built on fairness, responsiveness and financial stability, aligned with regulatory expectations and international best practice.

Customer-Centric and Practical

We place policyholders at the centre of every claims decision. Claims are handled with speed, empathy, and fairness, taking into account the geographic, logistical, and operational realities of the PNG environment. Our objective is to enable swift recovery and business continuity through timely settlement of valid claims.

Efficient, Transparent Claims Handling

Our claims processes are efficient, technology-enabled, and fit-for-purpose, supporting prompt notification, assessment, and settlement. Clear communication is maintained throughout the claims lifecycle, with transparent explanation of documentation requirements, coverage interpretation, assessment outcomes, and settlement timelines.

Strong Technical Expertise

Claims are managed by experienced internal and external professionals with deep technical expertise across property, engineering, motor, marine, liability, health, and specialty lines.

Robust Partner and Reinsurance Support

We work closely with locally licensed loss adjusters, surveyors, medical providers, legal advisors, and investigators, supported by international claims networks for marine cargo, general average, and cross-border risks. Claims handling is fully aligned with our reinsurance arrangements, ensuring early engagement, transparency, and financial certainty.

Governance, Fraud Control, and Continuous Improvement

All claims operate within a strong governance framework, ensuring regulatory compliance, consistency, and prudent decision-making. Insights from claims experience are used to continually enhance underwriting, risk management, and product design.

Our Promise

We stand by our policyholders with certainty, accountability, and trust—put into action when it matters most.

LIBERTY PERSONAL ACCIDENT SHIELD



**“What Matters Most -
The People”**

Insurance For All

Claims Process Flow

We Deliver When It Matters Most

Our claims process is designed to be simple, transparent, and efficient, ensuring that policyholders receive timely support while maintaining strong technical & governance standards.

1. Claim Notification

Policyholders or intermediaries notify Liberty Assurance of a loss as soon as reasonably practicable. A completed claim form, together with initial supporting documents, is submitted through the designated channels. Early notification enables faster assessment.

2. Claim Registration

Upon receipt, the claim is formally registered in our claims management system. An acknowledgement is issued, a unique claim reference number is assigned, and a dedicated claims officer is allocated as the single point of contact. This ensures ownership, accountability, and consistent communication throughout the process.

3. Assessment and Verification

Depending on the nature and complexity of the loss, independent loss adjusters, surveyors, medical assessors, or investigators may be appointed. The claim is assessed in line with policy terms, conditions & endorsements, with verification of coverage, cause of loss & quantum.

4. Documentation Review

Claims are reviewed on the basis of submitted documentation. Where additional information is required, clear and specific requests are communicated to the policyholder or intermediary.

5. Claim Decision

Once assessment is completed, a claim decision is made in accordance with policy coverage and internal authority levels. The outcome—approval, partial settlement, or declinature—is clearly communicated, along with supporting reasons and settlement details where applicable.

6. Settlement and Closure

Approved claims are settled promptly, subject to receipt of final documentation. Claim is then formally closed & feedback taken for service improvement, risk insights & product enhancement.

Our Commitment

We are committed to transparent, fair, timely, and professional claims handling, delivering certainty and confidence to our policyholders when it matters most.

LIBERTY INDUSTRIAL SPECIAL RISKS SHIELD



**Protecting Major
Industrial & Commercial Risks**
Insurance For All

Insurance in PNG: Context and Commitment

Understanding the Past to Protect the Future

Insurance is one of the world's oldest financial mechanisms for managing uncertainty. Its origins can be traced to ancient Babylon and China, where early risk-sharing arrangements protected traders from losses during long and hazardous journeys. These early concepts laid the foundation for collective risk pooling and modern insurance.

The emergence of modern insurance in the 17th century coincided with the growth of global trade. Marine insurance, centered around Lloyd's of London, introduced structured underwriting & claims settlement, while the Great Fire of London in 1666 highlighted the need for organised protection against catastrophic losses & led to the creation of the first fire insurance companies.

Over time, insurance expanded beyond marine and fire to include life, health, accident, motor, liability, engineering, and specialty lines, supporting industrialisation, infrastructure development, and economic resilience worldwide.

In Papua New Guinea, the development of insurance closely mirrored the country's commercial growth. Early insurance activity focused on marine, cargo, aviation, and property risks, supporting trade and major resource, construction, and infrastructure projects. As the economy diversified, demand grew for motor, workers' compensation, liability, engineering, and health insurance, alongside stronger governance, claims capability, and reinsurance support.

It was within this evolving environment that Liberty Assurance was established—to respond to the growing need for locally present, professionally governed, and financially secure insurance solutions tailored to PNG's unique risk landscape.

Founder's Intent

The founders of Liberty Assurance envisaged an insurance company built on integrity, technical discipline, and long-term commitment to Papua New Guinea. Their intent was to create a locally anchored insurer that combines deep understanding of the PNG market with international standards of underwriting, claims management, and robust reinsurance protection - ensuring that policyholders receive certainty and confidence when it matters most.

Today, insurance plays a vital role in protecting people, safeguarding infrastructure, and enabling sustainable growth in Papua New Guinea. Guided by its founding principles and informed by the long history of insurance, Liberty Assurance continues to support resilience, trust, and economic progress.

LIBERTY LIABILITY SHIELD



**“Protect Your Business with
Confidence”**

Insurance For All

Principles of Insurance

Fair. Transparent. Sustainable.

Insurance is built on time-tested principles that ensure fairness between policyholders & insurers. At Liberty Assurance, these principles guide every decision.

Utmost Good Faith - Honesty & Full Disclosure

Insurance relies on mutual trust. Both the insurer and the insured are required to disclose all material facts that may influence risk assessment or claims decisions. This principle ensures integrity, fairness, and confidence in the insurance relationship.

Insurable Interest - Genuine Financial Protection

Insurance is valid only where the policyholder has a legitimate financial or legal interest in the subject matter insured. This ensures insurance is used for protection against real loss - not speculation.

Indemnity - No Profit from Loss

Insurance restores the insured to the financial position they were in immediately before the loss, without allowing gain. This principle maintains equity among policyholders and supports sustainable pricing.

Contribution - Fair Sharing of Claims

Where more than one policy covers the same risk, insurers share the claim proportionately. This prevents over-insurance and ensures equitable allocation of liability.

Subrogation - Right of Recovery

After settling a claim, the insurer may recover from third parties responsible for the loss. This helps control claim costs and protects the wider insurance pool.

Proximate Cause - The Real Cause Matters

Claims are assessed based on the dominant or effective cause of loss. This ensures technically sound, consistent, and policy-aligned claim decisions.

Our Commitment - Principles in Practice

Liberty Assurance applies these principles rigorously across underwriting, claims management, and governance—delivering fair outcomes, ethical conduct, and sustainable insurance solutions for Papua New Guinea.

LIBERTY MOTOR SHIELD



**“Drive with
Peace of Mind”**

Insurance For All

Our Reinsurance Philosophy

Liberty Assurance maintains reinsurance programmes that are fully aligned with PNG Insurance Act requirements and prudential guidelines, ensuring solvency, risk mitigation, and protection of policyholders' interests.

Reinsurance is a cornerstone of Liberty Assurance's financial strength, risk management, and long-term sustainability. Our reinsurance philosophy is built on prudence, diversification, transparency, and strong long-term partnerships, ensuring that we can confidently support policyholders across all classes of business.

We structure our reinsurance programmes to protect the balance sheet, stabilise earnings, and provide capacity for large, complex, and catastrophe-exposed risks relevant to the Papua New Guinea market. Reinsurance arrangements are aligned with our underwriting appetite, portfolio composition, and regulatory requirements, and are reviewed regularly to reflect changes in risk exposure and market conditions.

Liberty Assurance works closely with high - quality, financially strong, and reputable reinsurance partners, ensuring timely recoveries, technical support, and certainty of performance at the time of a claim. Early engagement and transparent claims reporting are integral to our approach, particularly for large or complex losses.

Our reinsurance partnerships support disciplined growth, enhance underwriting confidence, and reinforce our commitment to policyholders that claims will be honoured always.

Our Reinsurance Partners

- General Insurance Corporation of India
- Cover Edge AXA
- Allied World
- Kenya Re
- Pacific Reinsurance Ltd.
- National Insurance
- United India Insurance
- Markel International

Liberty Assurance Limited – Protecting Today. Securing Tomorrow

**LIBERTY
MARINE CARGO SHIELD**

"Protect Your Goods - From Warehouse to Warehouse"



**LIBERTY
HEALTH SHIELD
(GROUP)**

"Protecting Your Team, Securing Your Future"



**LIBERTY
INDUSTRIAL SPECIAL RISKS
SHIELD**

Protecting Major Industrial & Commercial Risks Across Papua New Guinea



**LIBERTY
LIABILITY SHIELD**

"Protect Your Business with Confidence"



**LIBERTY
ENGINEERING SHIELD**

Total Protection Across the Engineering Risk Spectrum



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Covers You Right Through

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HOME SHIELD**

"Protecting Your Home, Safeguarding What Matters"



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SHIELD**

"What Matters Most - The People"



**LIBERTY
MOTOR SHIELD**

"Drive with Peace of Mind"



For tailored insurance solutions and dependable claims support, partner with Liberty Assurance

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