

OUR VALUES & PRINCIPLES

- ✓We are conservative.
- ✓We are dependable.
- ✓We promise good returns without taking unnecessarily high risks.
- ✓We are a commercially oriented, for profit enterprise.
- ✓We have a passion for service.
- ✓Exciting the 'customer' is our business.
- ✓We understand that without 'satisfied customers' we cannot remain in business.

Trustfund Pensions Plc

Trustfund Pensions Plc Educates NNEW on Pension



L-R: Trustfund Zonal Manager, Mr. Maurice Ogar; A participant; CEO Ruff 'n' Tumble, Mrs. Adenike Ogunlesi; NNEW President, Mrs. Ekaite Omoh; Mrs. Sally Nkem; President Leventis Group, Mr. Philips Obiyan; Mrs. Balogun; and Mrs. Abiola Olumodeji; at NNEW's Entrepreneurial Workshop held recently in Abuja.

The Network of Entrepreneurial Women (NNEW) held its annual forum for its FCT Chapter recently at the Rock View Hotel, Abuja. It is an organization for Women entrepreneurs within the small and medium scale business enterprise.

The forum which was established in 2005 under the aegis of the Nigeria Employers Consultative Association (NECA), is ostensibly to focus on issues that are crucial to the success of the business of its members, as well as advocate for an enabling environment to sustain growth.

The network which has over 600 members spread across the country from its Lagos, Abuja and Port Harcourt chapters, provides a platform for the members to mentor and support each other. This is done through the organization of several Workshops, exhibitions, mentoring and consultancy sessions to foster the growth of their business.

Mrs. Adenike Ogunlesi who gave the opening remark, charged those present to look inward and identify a product that will differentiate them from others. She further stressed the need for business owners to be transparent, innovative, accountable and creative.

The major highlight of the program was the

presentation on Trustfund Pensions Plc delivered by Mr. Maurice Ogar. In his opening speech, he gave the major highlights of the 2014 Pension Reform Act (PRA), stating that the Federal Government has worked assiduously to make the act more contributor friendly; he further explained that the rate of contribution has been increased from an initial 15% to 18%. With the minimum number of employees who can participate in the scheme from 5 to 3 persons, thereby providing a greater window of participation.

Commenting further on the tenets of the PRA 2014, Mr. Ogar said that RSA can be used as equity contribution for residential mortgage, this provision is a new inclusion and the guideline is yet to be drafted by the regulatory body, PECOM.

Speaking on the company's ownership structure, he said Trustfund is owned by institutional organizations and each of these institutions are represented on the board of directors. Such institutions like: NLC, TUC, NECA, NSITF, Mainstreet Bank (Skye Bank), Chapel Hill Denham Group and Niger Insurance.

In conclusion, he encouraged the participants to tap into the enormous benefits inherent in the Pension scheme.

SUSTAINING OUR COMPETITIVE ADVANTAGE IN 2015

Written by:
Mrs. Helen Da-Souza,
Managing Director/CEO,
Trustfund Pensions Plc

One of the most important elements of ongoing business success is gaining and maintaining competitive advantage. Lots of businesses talk about it, lots of businesses strive for it, but very few businesses really understand it. Put simply, competitive advantage means being different - not just different from your competitors, but being noticeably different as perceived by our target market - and the difference has to be substantive, not cosmetic.

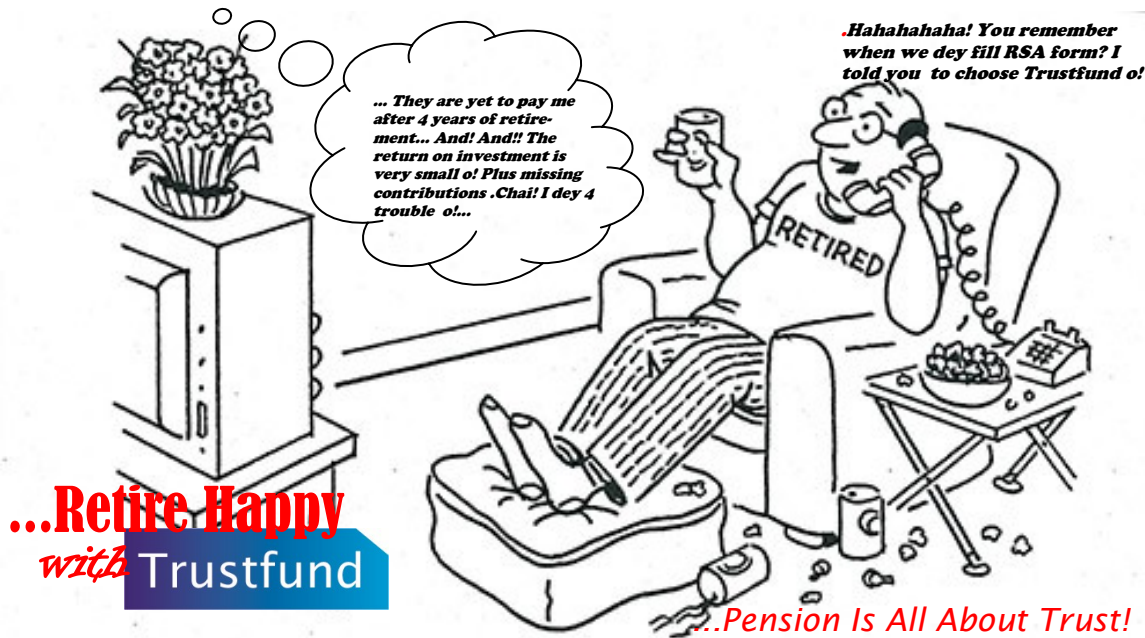
The race for 2015 is on and all existing and potential customers know it. There has never been more competition in business than there is today and the competition is going to get even more intense in the months and years ahead. Apart from the changes that the pension sector will witness, the aftermath of 2015 general election have capability to determine the direction the economic and political environment will go.

You are aware that PFAs are already transferring police pension to the police PFA and your organization is no exception. As a matter of fact, we have already transferred the first batch of their pension asset and you know what this means to our Fund Under Management. These are just some of the changes that will affect our business in the year. Therefore, we must be ready to save ourselves years of hard work and frustration by sustaining our competitive advantage through the following:

Continuously Abreast of Our Mission In Business

For us at Trustfund to perform at a high level, everyone must be abreast and have a clear vision of what our business stands for and where it is going. For avoidance of doubt, our mission is "To create future value for the economically active workforce to assure a quality standard of living upon retirement". Our focus is to be the leader in terms of market share. In clear term, our vision is to be the number one in the pension industry in due course. Therefore, everybody must

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PenCom boosts pension assets with N4.9bn recovery

National Pension Commission (PenCom) has swelled the nation's pension coffers to N5.6 trillion, with an additional N4.9 billion recovered from debtor employers who failed to remit monies deducted from their employees' salaries, investigations have shown.

The breakdown, according to a document seen by BusinessDay, shows that the amount includes the principal contributions of N3.942 billion and penalty of N1.042 billion respectively, raising the nation's pension purse from N4.6 trillion, to N5.6 trillion.

PenCom had through its recovery agents appointed late 2013, recovered N884.83 million for the third quarter 2014, representing principal contributions and penalties.

It was further gatered that Chinelo Anohu -Amazu, the commission's director - general, has pledged to empower the agents for more recoveries, so as to ensure that workers enjoy the full benefits of the mandatory Contributory Pension Scheme, (CPS), which commenced in 2007, following the Pension Reform Act of 2004

Already, the development is said to be sending jitters down the spines of recalcitrant debtor employers, who are exploring all avenues to fall in line with the provisions of the law, so as to avoid similar sanctions from the commission.

t was further gathered that letters of warning were issued to about 255 employers who failed to remit outstanding pension contributions.

Wilson Ideva, managing director/CEO, Premium Pensions Limited, said this enforcement exercise would serve as a deterrent to other defaulting employers of labour.

SUSTAINING OUR COMPETITIVE ADVANTAGE IN 2015

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Determining Who Exactly Is Our Customer

We must define our customer as accurately and precisely as we can. For example, what is our customer's age, education, income, position in their business or company or industry, value base, philosophy, and background? Where exactly is our customer located geographically? Where is he or she located within specific businesses or organizations?

What does our customer consider as "value"? What is our customer willing to pay for? What does our customer want or need that he or she is now getting from someone else? Why does our potential customer enroll with our competitors? What would you have to do to get our potential customers to enroll with us? What special benefits would you have to offer them? These are perhaps the most important questions that you ask and answer day after day.

Continuously Developing Competitive Advantage Or We Do Not Compete

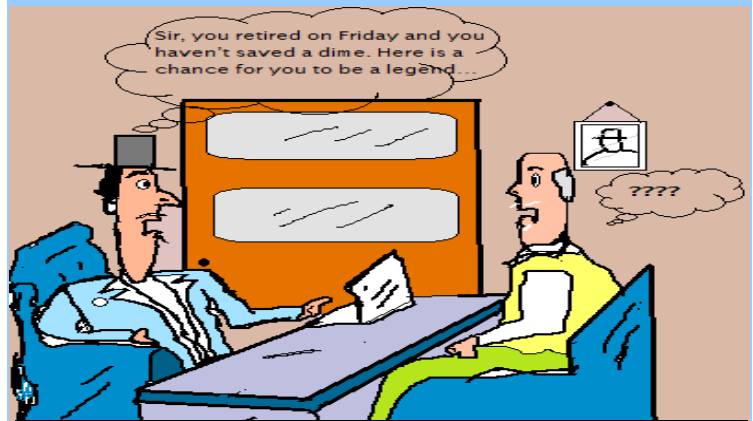
This is very important. Our business depends, for its very survival, on your ability to develop and maintain a meaningful competitive advantage of some kind. Every company that survives and thrives has a specific and valued competitive advantage that customers recognize and appreciate. A company that gets into trouble is a company that has either lost its competitive advantage relative to its competitors in the marketplace, or a company that never had one at all.

Your ability to develop, maintain and protect our competitive advantage is the absolutely indispensable pre-requisite for company's growth and profitability. Since our market is changing, we must continually ask, "What will our competitive advantage be tomorrow, based on the way things are going?" What should our competitive advantage be if we want to be number one in the industry?

Let me conclude by saying that sustainable competitive advantage allows for the maintenance and improvement of our company's competitive position in the market. It is an advantage that will enable our business to survive against its competition over a long period of time. The advantage comes from our individual unique skills and resources working together as a team. Competitive advantage is a dynamic process that demands constant attention. It is NOT a once and done flavour of the month!



"An organization's ability to learn and translate that learning into action rapidly is the ultimate competitive advantage" -Jack Welch



A stress free retirement age begins with a constant monitoring of your monthly Pension Contribution, with your employer.