

Our Brand

The name Sagicor is a combination of two words, "Sage" meaning wise and "Cor" for heart or judgement. We believe that the name, Sagicor, reflects our dominant philosophy of wisdom with heart. Put another way, it describes the pursuit of our goals and objectives with wisdom, dignity and humility. For us, Sagicor is not just a name, but a way of life.

Our Reputation



Sagicor has developed an incomparable reputation because of its financial stability. That solid reputation is based on the Company's excellent financial performance and financial prudence over the years. Since 1999, confidence in the Company is clearly reflected in Sagicor's "A" (Excellent) Rating from A.M. Best, based on an assessment of the financial strength, strategic management and operating effectiveness of the Group.

Our Capital Standards

The Group observes the capital standards of the Canadian Life Insurance industry and has maintained capital ratios comparable to the strong life insurers in Canada. Financial statements are prepared under International Financial Reporting Standards (IFRS). Sagicor supports high standards of corporate governance and has embarked on a Group-wide project to build a Corporate Governance architecture which reflects best practices in the jurisdictions in which Sagicor operates.



Our Logo



The Sagicor logo was designed to capture our heritage and link it to our vision and our promise for the future. We reviewed the elements of our old logo, the Phoenix, a symbol of rebirth and the ability to rejuvenate itself. The S is not only the first letter of our new name Sagicor; it is also a modern 'stylised' depiction of that

