

# Brokers, digital shift drive insurance uptake

Insurance brokers have been identified as the engine behind efforts to grow Uganda's insurance penetration, as industry leaders push for accelerated digital transformation to reach underserved markets.

Speaking during the annual Jubilee-Brokers Breakfast Meeting at Four Points by Sheraton Kampala on Friday, officials from Jubilee Insurance said brokers remain central to expanding coverage in a country where insurance penetration is still below 1% of GDP.

Jubilee's acting chief executive officer Eugene Mutekele said brokers currently control about 66% of the market and continue to drive year-on-year growth.

"The numbers speak for themselves. From Q3 2024 to Q3 2025, broker-driven premiums grew from about sh1.4 trillion to sh1.6 trillion," Mutekele said.

"That growth is a testament to your resilience and the trust you are building with customers. You are the boots on the ground and the bridge between clients and insurers."

He said Jubilee's strategy is now focused on strengthening partnerships with brokers while investing heavily in technology to improve service delivery.

"It does not matter how good your product is, if it does not reach the customer, it is as good as nothing," Mutekele said, adding that the company's new digital platform has enabled faster underwriting, seamless claims tracking, and improved transparency.

Jubilee's chief distribution officer, John Katende, said the insurer has reorganised its operations to focus on distribution channels rather than product silos.

"We are now an amalgamated brand offering health, life, and personal accident under one roof. When we sit with brokers today, we are discussing group life, group health, SME, and retail together," Katende said.

He revealed that brokers contribute 60% of Jubilee's health portfolio and nearly half of its corporate life business, with retention rates of about 90%.

While broker business has grown by 23% annually, Katende said retail lines are expanding at nearly 40%, presenting an opportunity for brokers to tap into SMEs and individual clients.