



# The Liability Company.

LIABILITY MATTERS

An Authorised Financial Service Provider – FSP 50828  
Company reg 2015/368135/07

16 October 2023

Dear broker partner

## **Change of company name from Liability Matters (Pty) Ltd to The Liability Company (Pty) Ltd**

This letter serves to inform you of some exciting changes we have made in our business.

Liability Matters (Pty) Ltd was founded in 2019 by the late Ken van Sweeden as a specialist underwriting manager for Mutual and Federal Risk Financing (MFRF). Ken tragically passed away in 2023 although the business continued to provide quality liability, professional indemnity, and directors & officers liability products under the experienced stewardship of Debbie Fleischer.

In July 2023 I joined the business, and I am delighted to share with you that we have adopted a new company name and have rebranded the business as The Liability Company (Pty) Ltd. This change applies from the 16 October 2023. Our FSP number, company registration number and our relationship with MFRF remain as they were before. We have made this change as we felt the new name better describes what we do. We have retained "liability matters" as our brand tagline as this still reflects why we do what we do.

We are in the process of deploying new technology and are also recruiting several key team members into the business so that we can deliver our services on a broader scale. More about these developments can be found in this media release ["Welcome to The Liability Company"](#).

It would be greatly appreciated if you could share this notice with your team.

If you have any questions, please reach out to me directly.

Yours sincerely,

Simon Colman  
CEO

☎083 635 9543

✉[simon@theliabilitycompany.com](mailto:simon@theliabilitycompany.com)

🌐[www.theliabilitycompany.com](http://www.theliabilitycompany.com)

35 Oxford Office Park  
3 Bauhinia Str  
Highveld Techno Park  
Centurion

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FSP49551

PO Box 17541  
Lyttelton  
Pretoria  
0140

Tel: 012-667-2441

[www.theliabilitycompany.com](http://www.theliabilitycompany.com)

[info@theliabilitycompany.com](mailto:info@theliabilitycompany.com)

