

Public Sector Proposition:

**Building Financial Confidence
for all South Africans, by being a
lifetime financial partner.**

At Sanlam, we seek to drive equitable and sustainable growth for South Africa's economy and its people.

PUBLIC SECTOR AUDIENCES

KEY INSIGHT

My employees are under financial pressure so it has never been more important to have a trusted financial partner to help navigate these times and build financial confidence in my employees.

KEY INSIGHT

The tough economic times we are living make it challenging to have financial confidence, so I need the right partner to help positively impact my financial future.



Why Sanlam and Glacier

Guidance on positioning us to your public sector clients



Building Financial Confidence for all South Africans, by being a lifetime financial partner.

ACCESSIBLE

INCLUSIVE

PARTNERSHIP

EXPERTISE

INNOVATION

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ACCESSIBLE

- Sanlam has the largest intermediary and broker force. They are professionally qualified financial advisers to help guide your important financial decisions to all types of customers from institutions, to individuals from all financial backgrounds.
- Sanlam is a digitally led organisation that is focused on using technology to provide a more seamless customer experience.

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INCLUSIVE

- As a financial services group, our priority and most significant potential impact is in providing financial access and inclusion through leading financial products, services and solutions.
- Sanlam Foundation- We invest in the communities in which we operate to help future generations live with confidence. Over the last 10 years, the Foundation has invested more than R630 million in the education sector, financial literacy initiatives, health (HIV/AIDS), enterprise and supplier development initiatives and employee volunteerism. R593 million invested in public benefit activities by the Sanlam Foundation since its inception in 2011.
 - Over R5bn to support our clients and communities during COVID-19
 - More than 70 000 learners benefited from the Blue Ladder Schools Programme
- Sanlam Foundation focuses on providing financial education programmes especially in the entry level market through its long-standing relationships with the Association for Savings and Investment South Africa (ASISA).
 - R12,8 million consumer financial education spend (2020: R12,6 million)
- Sanlam is committed to meaningful transformation and is rated a level 1 B-BBEE company. Together with Empowerdex and Intellidex, Sanlam published the inaugural Sanlam Gauge report to reignite conversations about transformation in South Africa. This enabled us to bring collective introspection on B-BBEE for government, industry and business.
- Sanlam is a leading employer in South Africa:
 - 7th consecutive year Sanlam was awarded Top Employers certification for South Africa.
 - 62% female employees globally.
 - 61 culture score (2020: 58) against an industry average of 50.

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PARTNERSHIP

- Sanlam has more than 2,8 million retail and institutional clients across South Africa with key partnerships with a variety of Public Sector Stakeholder groups, including unions. Sanlam has an 83% overall client satisfaction score; is rated as having the best client experience in each market in which we operate and is rated as the most trusted & secure insurer in each African market that we operate.
- Sanlam Reality is a loyalty programme available to all Sanlam group clients that empowers and rewards you as you improve your financial wellbeing.
- Sanlam's enterprise development programme helped create 502 sustainable new jobs while supporting 2 964 jobs in total since its inception in 2013. Sanlam has invested R160 mil in Enterprise and Supplier Development. Supplier procurement spend to small- and medium-sized enterprises of R3,26 billion.
- Sanlam has partnered with MTN to provide financial services to more people across Africa.
- Sanlam's partnership with Ubuntu-Botho is an incredible empowerment initiative that has brought financial confidence to more than a million South Africans.

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EXPERTISE

- Sanlam has the expertise, scale and capability to provide holistic financial planning to all individuals across the public sector from senior leaders, policy and decision makers right through to entry level employees.
- Sanlam maintains leadership as the largest non-banking financial services provider in Africa as measured by market capitalisation.
- Sanlam has the lowest Ombuds complaint rate.

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INNOVATION

- Sanlam is a digitally led organisation that is focused on using technology to provide a more seamless customer experience.
- Sanlam offers affordable solutions
- Sanlam Wealth Bonus- The loyalty programme that rewards you with long-term wealth. Each participating product comes with a built-in, wealth-building benefit, collected in your Wealth Bonus portfolio.
- Sanlam offered 90 scholarships for UCT Online High School in 2022

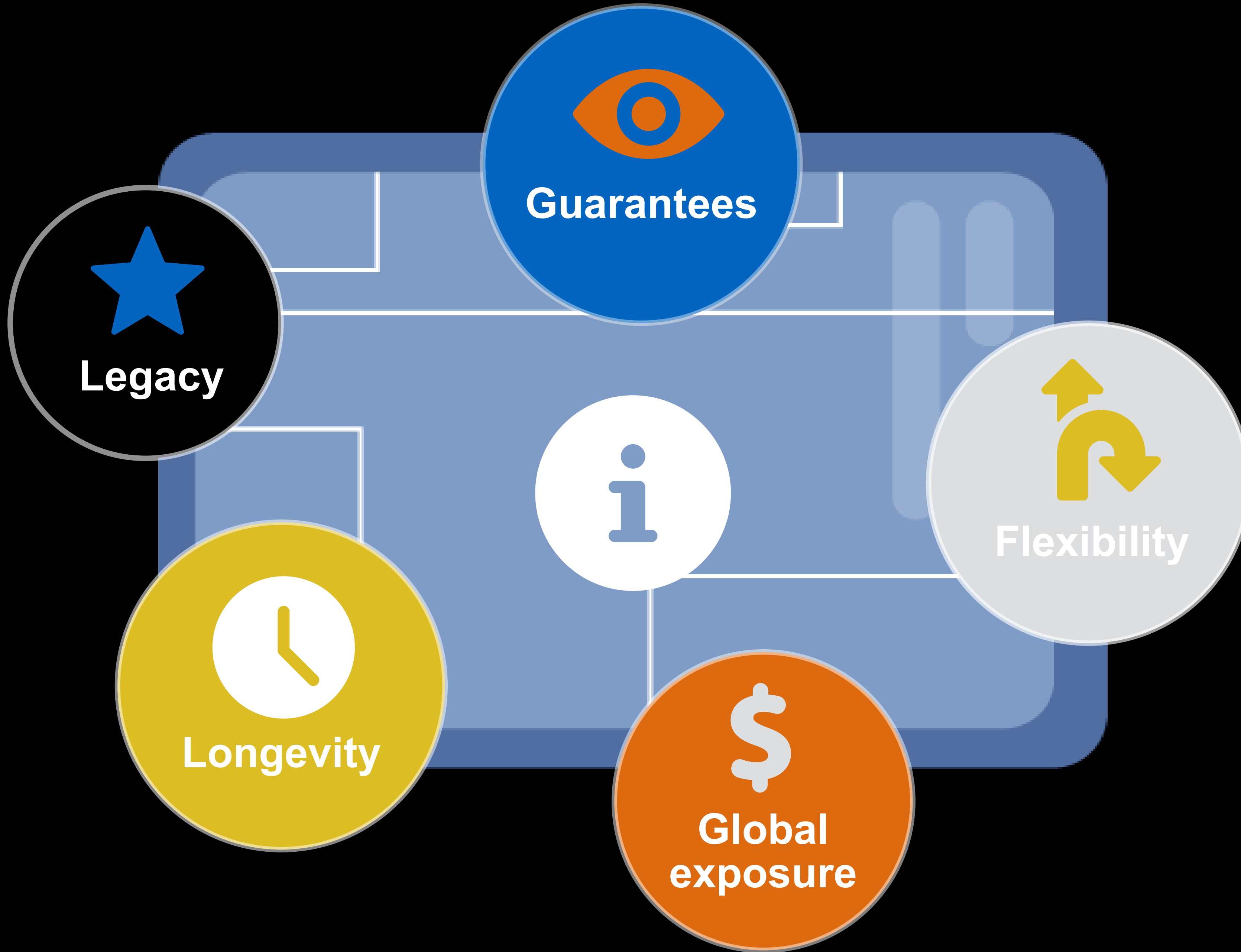


The
GLACIER
EXPERIENCE



One-stop
Solution
Shop

glacier
by Sanlam





How to equip your practice

In your practice, you need to:

- Upskill yourself
- Engage internal stakeholders
- Engage external stakeholders
- Stay abreast of competitor intelligence
- Upskill your team and administration staff