



Sanlam Private Wealth crafts customised private client portfolios to grow and preserve your wealth – now and for generations to come.

Our investment approach is rooted in a solid base of research and insight, patience and wisdom, seeking superior returns over the long term and avoiding the distraction of quick and perhaps unsustainable wins.

We have the knowledge and extensive experience to deliver what counts. Our diverse and well-balanced team of 53 highly skilled investment professionals offers a robust combination of experience and youth to ensure we're able to consistently deliver the long-term results you expect of your wealth partner.

The results speak for themselves. Our customised local and global equity, multi-asset and offshore portfolios have a strong record of outperformance over the long term. Earlier this year, Sanlam Private Wealth's Global High Quality Fund was named the winner in the Best Fund category of the City of London Wealth Management Awards.

## Our investment philosophy

Our investment philosophy rests on three pillars:

### Price

We believe the price of an asset or asset class is the dominant factor driving investment performance over the longer term.

We seek out investments we consider to be cheap, and use them to replace those in our portfolios that our research has indicated as being expensive.

These opportunities may at times be contrarian, and may therefore be unpopular and perhaps even illogical – but always sensible.

### Perspective

Thorough proprietary analysis and research are essential to build the correct investment thesis underlying an asset or asset class – which isn't necessarily the popular view or 'story' of the asset.

While forecasting the future is of course impossible, we endeavour to understand the assets we invest in, well.

We also believe that the correct view of the macro environment is important in understanding the price movements of assets or asset classes.

### Pattern

The behaviour of financial markets is not always logical, and they don't work in a sequential way.

But more often than not, we can identify in previous periods a set of circumstances similar to those affecting an asset or its price today.

So while historical patterns aren't necessarily repeated in a particular order, we believe they can provide us with excellent clues as to what we can expect from an asset or its price in future.

## Our investment process

We have a systematic, centralised investment process grounded in robust, intensive research. We constantly challenge the norm and ask the tough questions.

Apart from relying on their years of experience in the investment world, our investment committees (South African and global) tap into numerous sources of information and analyses, as we assemble informed, intelligent investment decisions to meet your individual needs.

## Our research process

First and foremost, we rely on the proprietary research of our team of in-house investment analysts. Our rigorous research process is also informed by, among other sources, financial and investment information databases, including:

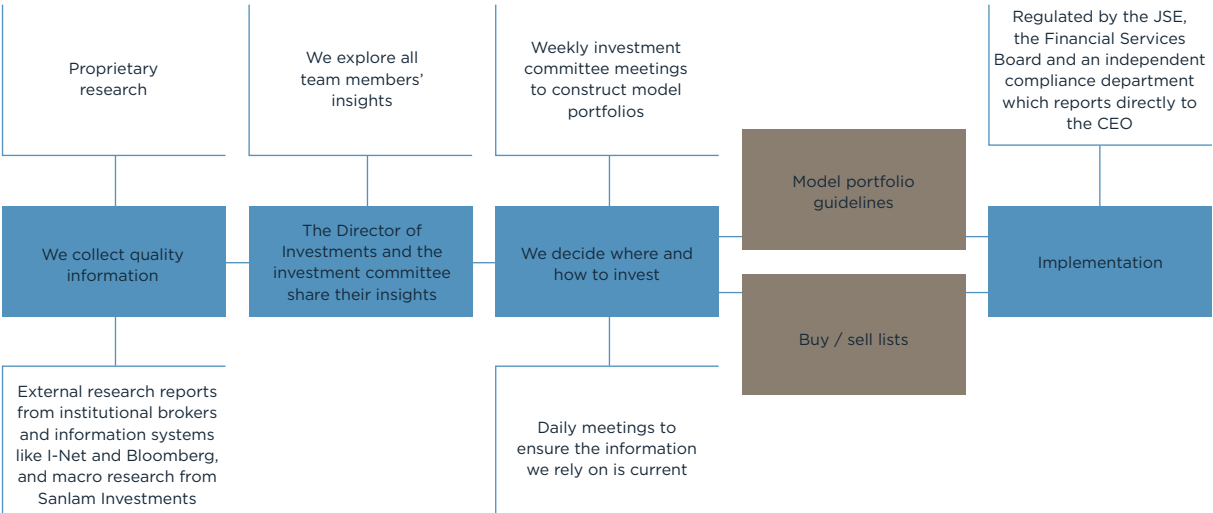
- Selected institutional broker research reports
- Sanlam Group’s research team
- Bloomberg and other investment information systems.

## Our decision-making process

Our South African investment committee meets once a week to debate and agree on an investment view, and construct model portfolios to guide our portfolio managers in constructing customised client portfolios.

The decision-making process also includes:

- daily meetings, to ensure we understand up-to-the-minute information
- a daily snapshot of the markets in the last 24 hours
- a multi-factor equity valuation tool, covering more than 160 shares.



## A note on asset allocation

Our [investment methodology](#) marries a top-down and bottom-up approach in the construction of our portfolios. For us, top down means reviewing and assessing a portfolio's asset allocation. The bottom-up approach looks at stock selection.

Our investment philosophy of price, perspective and pattern is crucial when we decide on the appropriate asset class composition.

Firstly, we analyse each asset class in terms of its relative price levels, relative to its history and relative to other asset classes.

Secondly, we acknowledge that macro factors can drive financial markets.

Through this process we quantify our expected returns and the volatility for each asset class over the medium to longer term and we apply this insight to your objectives and risk profile.

## A note on stock selection

When selecting equities we seek companies capable of delivering earnings and dividend growth at attractive valuations. Crucially, we want to make investments in companies in which we believe through an investment cycle and not speculate on short-term price movements.

We prefer to invest in companies that have:

- a market price below intrinsic value
- a sound balance sheet
- a history of sound financial performance and sustainability
- strong cash flow
- a competitive advantage (moat)
- strong fundamentals

“ New investments are made where the market price is below our intrinsic value of the company. These businesses have proven management, are financially sound and have good fundamentals. Sometimes the right thing to do is not the popular decision – just the sensible one. ”

*Alwyn van der Merwe, Director of Investments*

## Our expert team

### Alwyn van der Merwe Director of Investments

As our Director of Investments since 2007, **Alwyn van der Merwe** is the custodian of Sanlam Private Wealth's investment philosophy. He is responsible for the investment process and all research, as well as the performance of our model portfolios. He works closely with a core team of five talented, in-house investment analysts, and our team of expert portfolio managers to ensure private client portfolio performance in line with risk appetite.

Alwyn has over 25 years' experience in financial services and is well known for his successes as a fund manager. He has a BCom, an Honours in Economics and an MBA from the University of Stellenbosch, and is a member of our executive committee.



### David Lerche Senior Investment Analyst

**David Lerche** joined Sanlam Private Wealth in 2016 as senior investment analyst, focusing on industrials. After completing his BBusSc (Finance) at the University of Cape Town, he did a Postgraduate Diploma in Accounting at the University of the Witwatersrand. After university, he joined PKF in Johannesburg for his accounting articles, during which time he obtained his CA (SA) qualification. David spent nine years as a sell-side equity analyst at Avior Capital Markets, servicing large institutional fund managers in South Africa, Europe and the US. He is a CFA charterholder.



### Renier de Bruyn Investment Analyst

**Renier de Bruyn** joined Sanlam Private Wealth at the start of 2010 as an investment analyst, focusing on financial, retail, media and selected industrial shares. Renier graduated with a BCom Honours in Financial Analysis from the University of Stellenbosch and also has an Advanced Postgraduate Diploma in Financial Planning from the University of the Free State. He is a CFA charterholder.



### Shiraz Abdullah Equity Analyst

**Shiraz Abdullah** joined Sanlam Private Wealth in 2013 after completing his BCom in Economics from the University of Cape Town and UNISA in 2012. He is a level 2 CFA candidate. Shiraz specialises in the analysis of companies in the resources sector, and healthcare and smaller industrial counters.



### Richard Colburn Equity Analyst

**Richard Colburn** started his career as a junior fund analyst, specialising in African equities, after graduating from the University of Cape Town in 2010 with a BCom in Politics, Philosophy and Economics. While studying for an Honours in Financial Analysis and Portfolio Management, Richard interned at Frost and Sullivan, a global growth strategy consulting firm. He joined Sanlam Private Wealth in January 2013 as an equity analyst and now manages the property portfolio. He holds the CFA level 2 and CAIA level 1 qualifications.



### Odwa Ngwane Junior Investment Analyst

**Odwa Ngwane** joined Sanlam Private Wealth at the end of 2015 as a trader assistant. He became a member of the investment team in August 2016 as a junior investment analyst - his focus is on the automotive industry. Odwa holds a BCom Honours in Investments and Portfolio Management from Rhodes University. He holds the CFA level 1 qualification.



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