

# Who we are

As Wealthsmiths, we use our expertise to provide modern financial products and services to help you on your financial journey.

Whatever your financial goals, Sanlam helps you achieve them by making the most of your wealth. Through our innovative products **award winning funds and services** and an unwavering commitment to doing things properly, we'll support you through every stage of life's financial journey.

We've been working with people, businesses and charities for more than 100 years, using a forward-looking approach that has driven our success. Everything we do focuses on helping you create a secure financial future.

While we have a rich UK heritage, our outlook is truly global. As part of a successful international business, we use the resources, talents, research and intellectual capital of teams from around the world to deliver innovative and relevant products and services for you.

## Our commitment to you

As Wealthsmiths, we're guided by three fundamental principles:

- **Intelligence and insight.** Your financial plan will be crafted using the latest market knowledge and a deep understanding of your requirements, both today and tomorrow.
- **Attention to detail.** We are sharply focused on getting the right results, which involves always being at the forefront of industry developments.
- **Practicality.** While you get on with life, we'll focus on managing your money and reaching your goals.