Sanlam FOUR rebrands to Sanlam Investments

Why Sanlam FOUR rebranded to Sanlam Investments

Sanlam FOUR, Sanlam UK's boutique investment arm, has today announced that it will operate under the Sanlam Investments brand effective 12th November 2018.

The FOUR business was formed in 2006 and following an initial investment by Sanlam in 2009, was acquired in 2013 and renamed Sanlam FOUR. Today, with over £5.3bn in assets under management in the UK, Sanlam Investments brings distinctive asset management expertise across a range of active strategies encompassing traditional and alternative asset classes.

Sanlam Investments is a brand with strong connections to its parent company in South Africa. As the largest non-banking financial services group in Africa, Sanlam manages £49bn of assets for clients across the globe. Having the backing of a business that has a 100-year heritage in financial services gives us the confidence to take a long-term view. Our core principles remain unchanged in continuing to deliver a value-added, differentiated proposition for our clients.

We firmly believe that our well-established strategy of employing highly experienced individuals, who thrive within the culture of a multi-boutique firm while always putting clients at the centre of our thinking, will only be enhanced by closer links to the Sanlam Group and we look forward to the next stage in our development.

Moving forward as a leader in Asset Management

Sanlam Investments recently broadened its proposition, which includes multiple award-winning Global Equity and Multi-Strategy capabilities and a top performing US Dividend equity team - by adding the Sanlam Real Assets Fund to the offering, investing in liquid real asset securities.

The new brand, with a fresher, more contemporary identity, will enable Sanlam Investments to be aligned and more integrated within the newly rebranded Sanlam UK.

A word from our experts

Alfio Tagliabue, Chief Executive Officer, Sanlam Investments comments: "With the UK becoming an increasingly important part of the Sanlam Group, Sanlam Investments has been positioned as Sanlam's international centre of excellence for asset management further leveraging the Group's scale and success. Offering experience, a boutique ethos, and client-first thinking, Sanlam Investments will continue to focus on delivering differentiated, active management capabilities for our existing and prospective clients."

Jonathan Polin, Sanlam UK Group Chief Executive Officer comments: "I have always believed that at our heart, we are a people business. By renaming to Sanlam Investments, we feel much more aligned to our global parent and ultimately it will be our clients who benefit from this. Our new branding across the Sanlam UK business reinforces our commitment to clients that we will look after their money with skill, dedication and pride. And we'll always do it with a human touch."

Looking for asset management?

Structured as a multi-boutique asset management business and based in London, all we do is asset management. We're relentlessly focused on offering investors a compelling suite of differentiated, specialist, high conviction strategies encompassing equities, fixed income, and alternative asset classes.