



Unlocking two ambitions

The Eternity Sanlam story



EXTERNAL DRIVERS

- Consolidation – **too few schemes into the future** (10% drop year on year), **too many Administrators...**
- **Threats and Opportunities** created by NHI.
- Clear messages from **regulatory authorities** for the rationalization of the industry.
- Requirement to leverage **economies, systems and innovations.**
- Strength in numbers.
- Diminishing suitable **insurance partners.**

ETERNITY'S SPECIFIC DRIVERS

- **Diminishing opportunities** as the industry rationalizes.
- The ability to offer it's clients access to wrapped **insurance products into the future.**
- Capitalize on the **strengths** created in its **Risk and disease management products.**
- **Brand strength** required.
- **Economies** of scale.
- Strength of a significant **Balance sheet.**
- Access to formidable distribution infrastructure.

ETERNITY'S NON NEGOTIABLES

- **Integrity and morals** of the Eternity Culture intact.
- Guarantee and **retention of the IP and people.**
- Our clients would definitely **NOT move** off proven and tested **Eternity Integrated Systems.**
- **Shared** strategic **Vision** on competitive positioning of its two distinctively different market segments – **Open and closed schemes.**

SANLAM HEALTH'S DRIVERS

- **Market segmentation** positioning.
- **Statement to the market** of the importance of the closed/restricted scheme environment & **“SANLAM ARE BACK”**.
- **Structural enhancement** and strengthening of its current management and IP.
- An ability to integrate the **Sanlam ‘toolbox’** with Healthcare.

SANLAM HEALTH'S NON NEGOTIABLES

- A partner with **integrity and moral strength**.
- Structural and Intellectual Property enhancements to **grow footprint** in Closed and Open scheme segments.
- Driven by **service and innovation**.
- Access to new generation and **leading edge technology for the future**.
- **International experience** to position Sanlam Health as a partner for government as it navigates through the challenges and Opportunities of NHI.

A MEETING OF THE MINDS ON:

- Business and growth **model**.
- **Strategic vision** for positioning in an NHI world.
- **Systems** and the future importance thereof.
- People and IP.
- Future importance of Disease and Risk management for **productivity** in the work place.
- **Client service** and data integrity.
- **Innovation**.

CONCLUSION...

- “Small balance sheets that can not leverage economies and create innovation aren't going to make it – no chair when the music stops.”
- “Future complex structures are going to require advanced systems”
- “Build Boutique and build unique....but build it on a balance sheet, it’s cold out there...”
- To turn the ‘Oil tankers’ in the industry that have already spent themselves in complex models and politically... will be difficult...”