



Yegs Ramiah

reframing retirement

a future worth saving



Sanlam

Wealthsmiths™

our higher purpose

Sanlam is committed to help create a world worth living in and enable people to live the best possible life within it.



① A product lacking relevance

16% SAY YES
You can retire and
LIVE HOW YOU WANT



84% SAY NO
It's now a
Romantic Fantasy

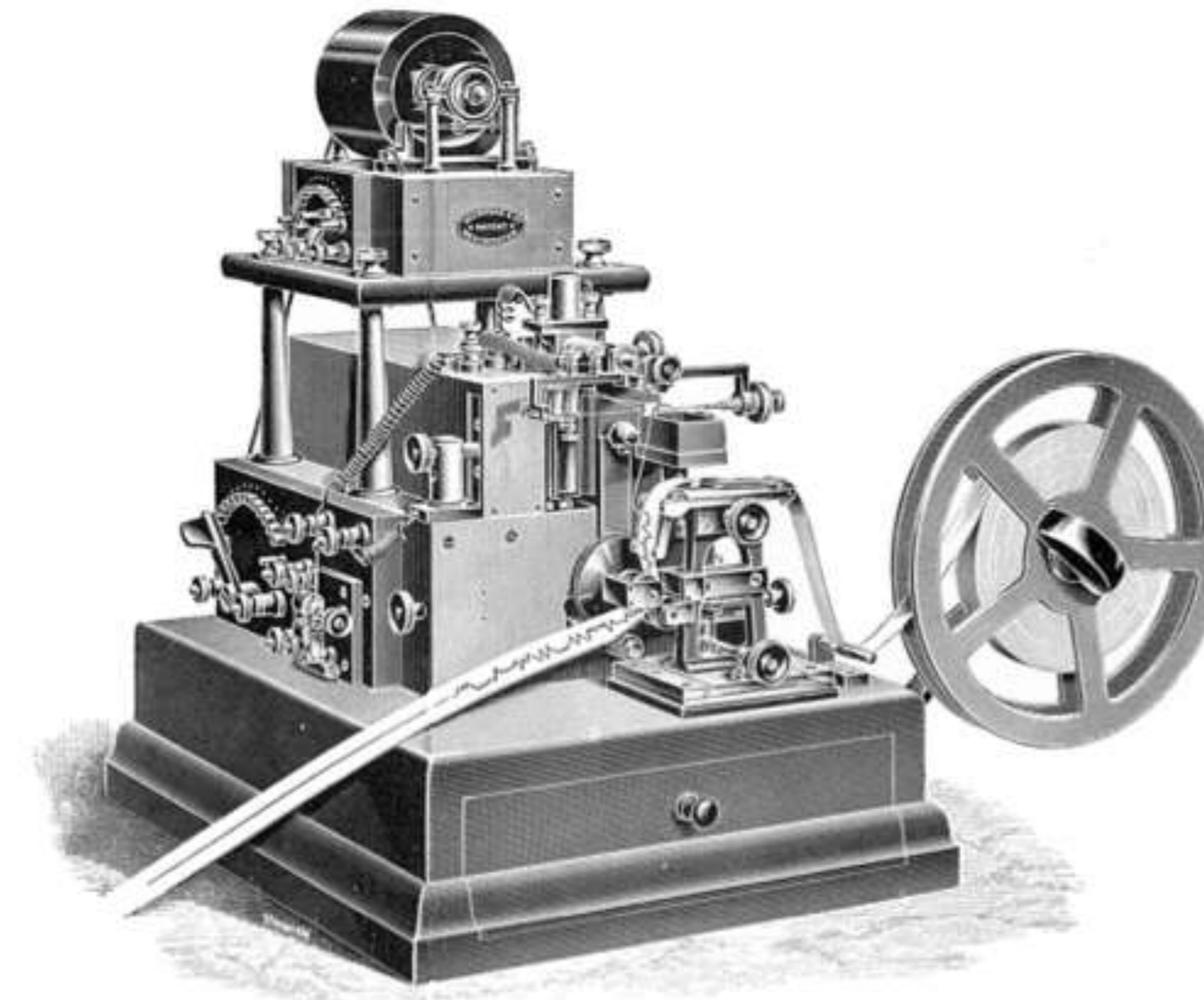
Source: The Allianz Generations Apart study of baby boomers and Generation X, January 2015

② The changing consumer



Otto Van Bismarck 1881

Communication



Transport



Superheroes



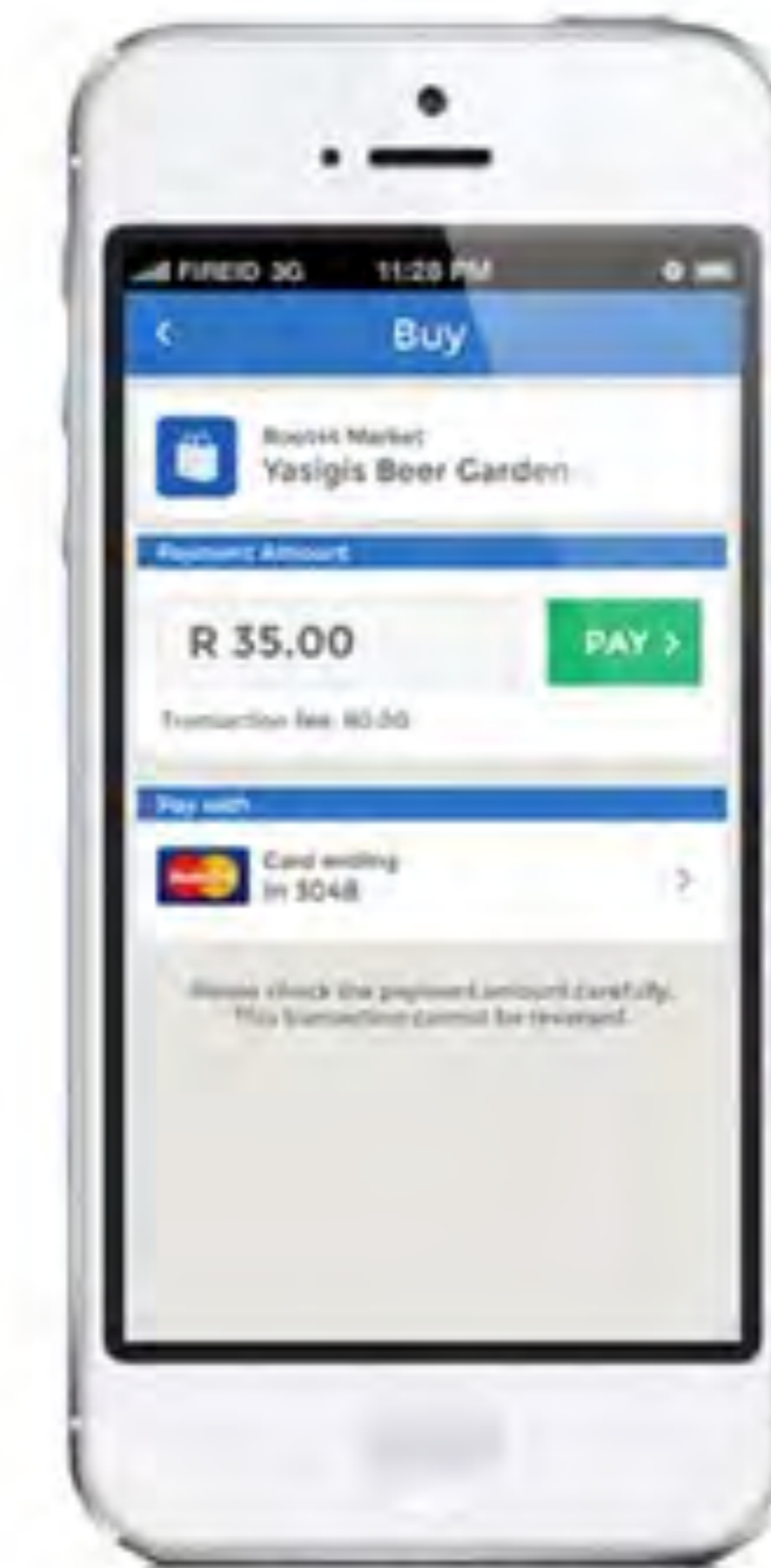
③ From long-term to now

call me now, send it now, buy it now, see it now, help me now, live in the now

“ Now generation ”
Nowism
Liquid modernity
Instant commerce

Retirement is asking you to buy a product you will only need in 40 years





SnapScan

4

From complex to simple

The variables that drive investment decisions are not being measured in units that correspond to savers' retirement goals and their likelihood of meeting them.

The primary concern of the saver remains what it always has been: **Will I have sufficient income in retirement to live comfortably?**

Plan number:		Product type: Retirement Annuity (534P)	
Parties concerned Owner Professional Provident Society Retirement Annuity Fund Life insured S. Sanders Dates Start date 01/05/2000 Planned retirement date 01/05/2032	Payment information Recurring payment Growth of payment None Method of payment Debit order Values Transfer value / Ill-health retirement value Total fund value	Benefit information Benefit at death Expiry of benefits See your plan document for possible end dates of benefit terms.	Investment fund information Offshore Equity Fund Investment mandate: Equity
Plan number:040235622X4		Product type: Retirement Annuity (R01P)	
Parties concerned Owner Professional Provident Society Retirement Annuity Fund Life insured S. Sanders Dates Start date 01/09/2001 Planned retirement date 29/11/2031	Payment information Recurring payment Payment allocation (%) Vesting Bonus 50% Worldwide Equity 25% MM Balanced (High Eq) 25% Growth of payment None Method of payment Debit order Values Transfer value / Ill-health retirement value Total fund value	Benefit information Benefit at death Expiry of benefits See your plan document for possible end dates of benefit terms.	Investment fund information Vesting Bonus Fund Investment mandate: Cautious Units Value: Worldwide Equity Fund Investment mandate: Equity Units: Value: Multi-Manager Balanced Fund (High Equity) Investment mandate: Aggressive Units: Value:

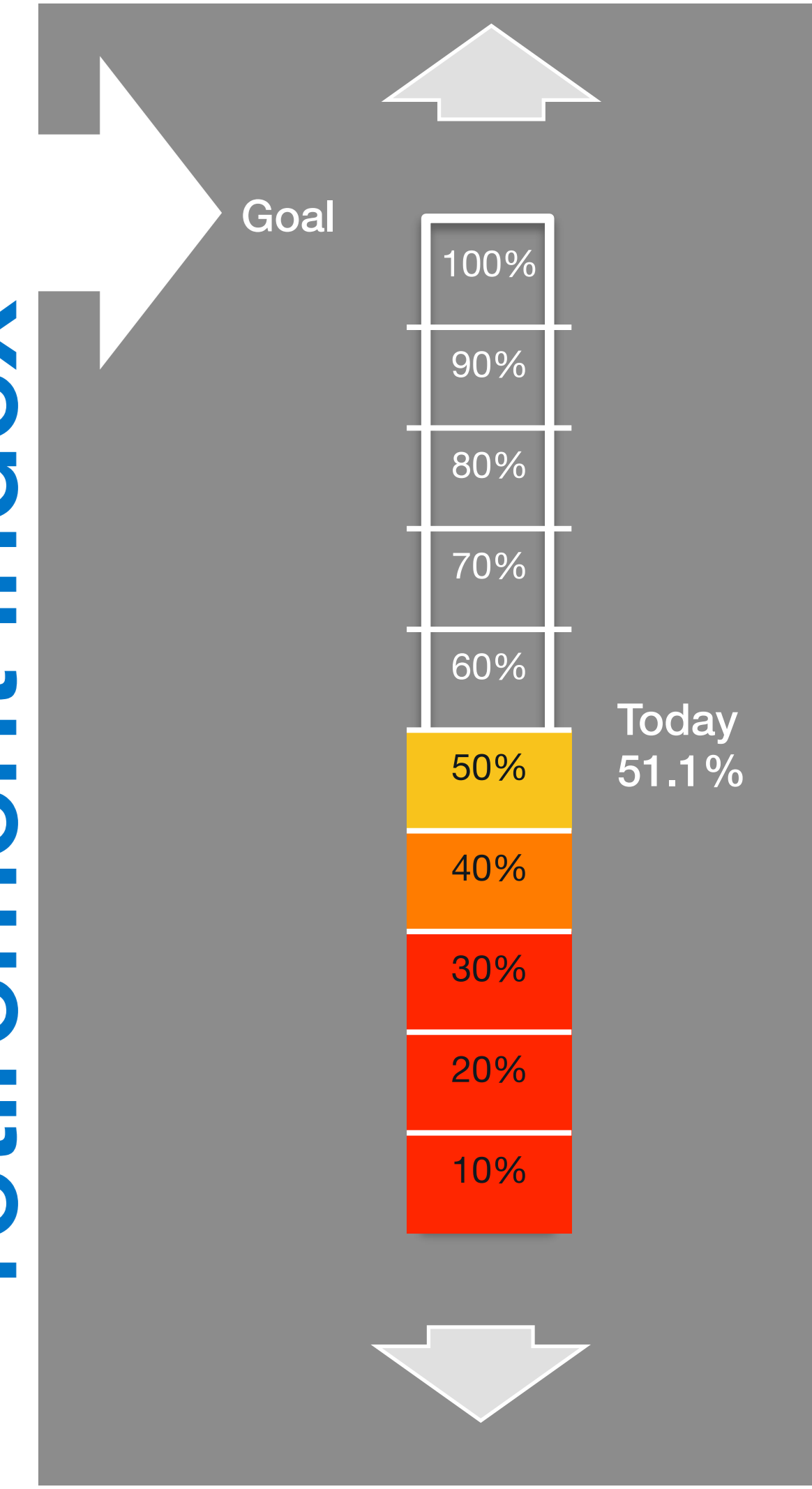


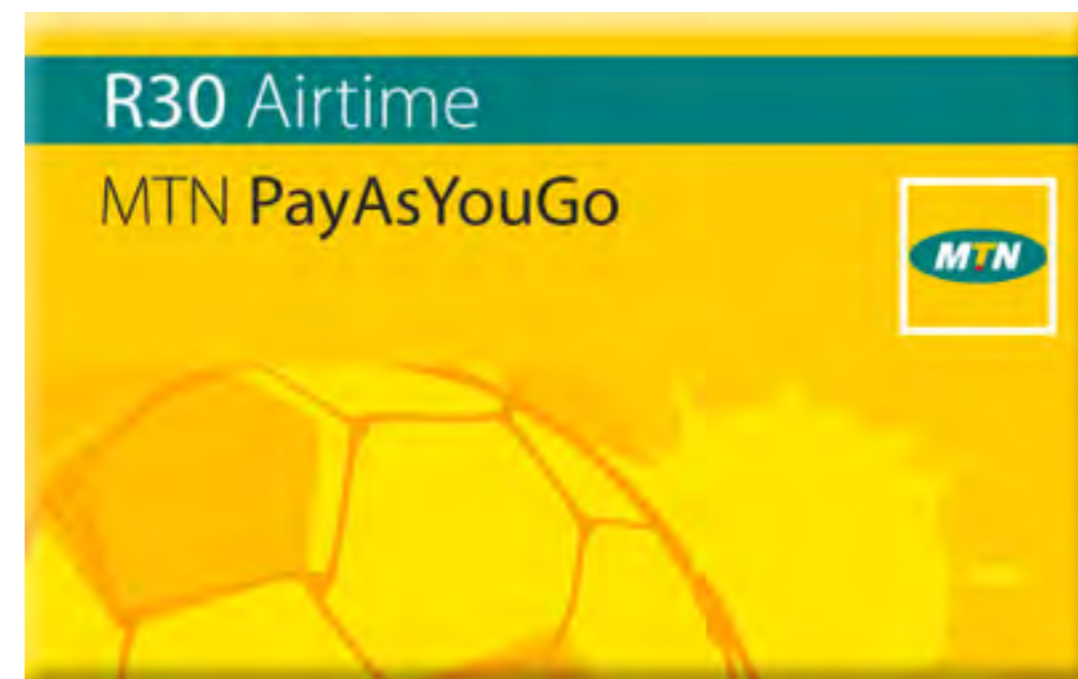


Monthly



retirement index

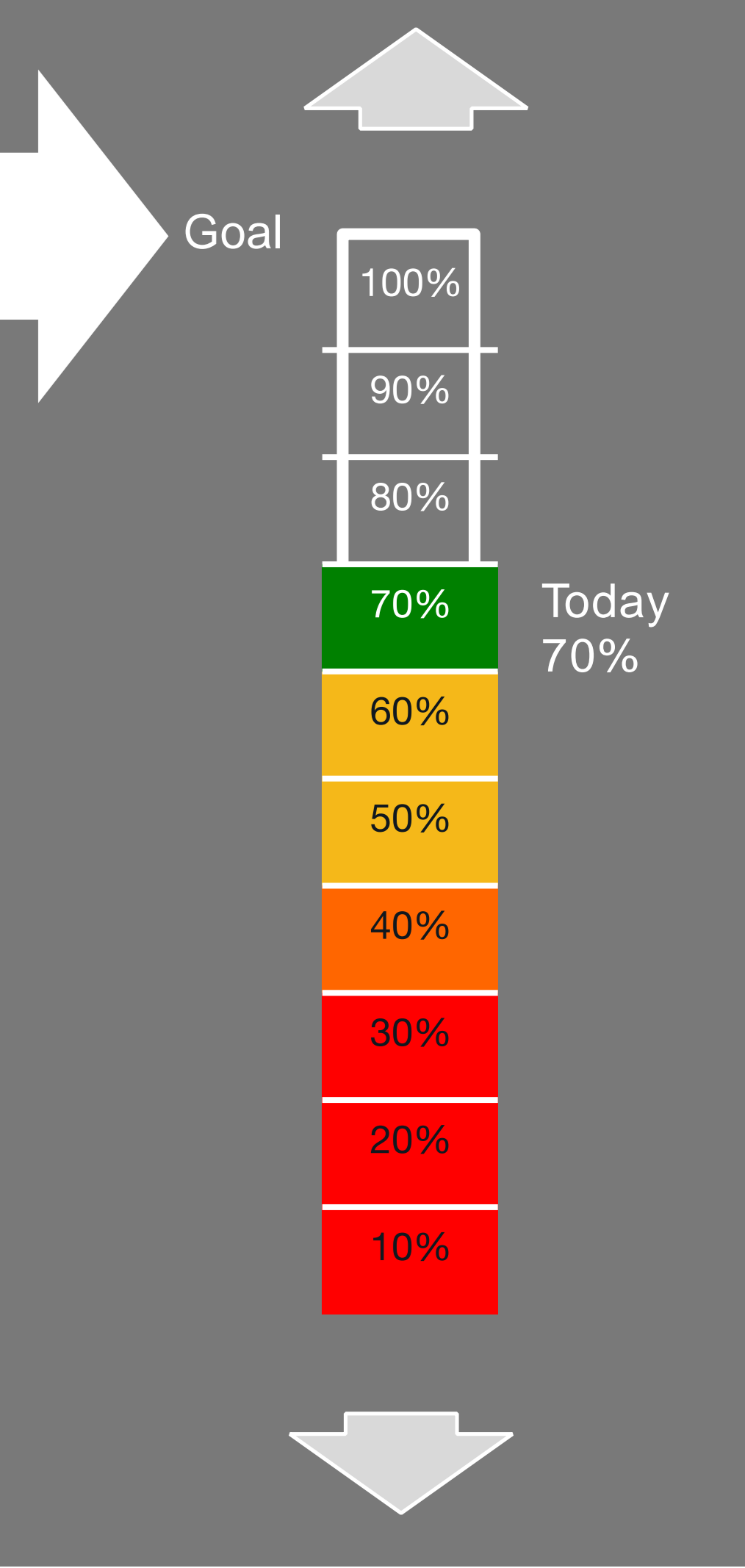




Monthly



retirement index



A photograph of three women running on a bridge at sunrise. The sun is low on the horizon, creating a strong lens flare and silhouetting the runners. The bridge has a metal railing and stone pillars. In the background, a city skyline is visible across the water.

**Nike⁺
NYC**

5 From product to lifestyle



run from bills, run from mortgages,
run from work, run from routine,
run from your fears, run from your
worries, run from relationships,
run from commitments, run from
handicaps, run from disadvan-
tages, run from your wants,
run from needs, run from
this, run from that, run
run run run run
run run
run



COME RUN
WITH US



⑥

A nudge in the right direction

Countries using opt-out systems of organ donation have higher total numbers of kidneys donated. Opt-out systems also have the greater overall number of organ transplants

opt out rather than opt in; automatic enrollment, automatic escalation



⑦ Emotional versus rational





A number of steps

Life begins after 60.
Citicbank Retirement Plan.


Those who need a little extra support have found how the Citicbank Retirement Plan helps you plan your retirement in a flexible and personalized manner. For both its offering and quality and a perspective of your performance. Citicbank Retirement Plan for you to take the maximum advantage of the great things to do in life.




CHAPTER TWO

A SNAPSHOT


A LOOK AT WHAT GETTING OLDER IS LIKELY TO COST YOU



flats that only have room to stand up in



Gourmet cabbage dining



Record-breaking orange cost

8 From fear to optimism

Happiness Index world ranking		Gross savings as % GDP
1	Switzerland	38
4	Norway	38
8	Sweden	29

Happiness Index world ranking		Gross savings as % GDP
7	Netherlands	27
2	Denmark	26
10	Australia	25

Saving more correlates with happiness

open happiness™



Where will happiness
strike next?



hello
happiness





AgeWell – A new beginning for older South Africans

⑨ From individual to communal

“South Africa, like the rest of the world, is facing an age bulge. We’ve got more and more old people, and they need all the same things the rest of us do: care, companionship, and to make ends meet. So what better way to make all this happen than to get seniors taking care of each other, while earning in the process?”

These four couples have been best friends for 20 years, so they decided to make a tiny town just for themselves



They pooled their money and build a small and sustainable place where they could grow old together

A sense of belonging is one of the best indicators of happiness

Denmark's Happiness Research Institute

⑩ Creating a movement

Millennials

A generation of young people that is, by most measures, accomplished, self-confident, group-oriented and optimistic.


A social generation

They collaborate and cooperate

They have a positive, community-oriented “we can fix it together” mindset

They are looking for adventure

They are passionate about values

A group of young people, including men and women, are shown from the chest up, with their arms raised in a celebratory gesture. They are smiling and looking towards the camera. The background is a bright, hazy outdoor setting with buildings visible in the distance. The overall mood is positive and energetic.

Millennials don't just want to read the news anymore.
They want to know what they can do about it.
Social Good Summit

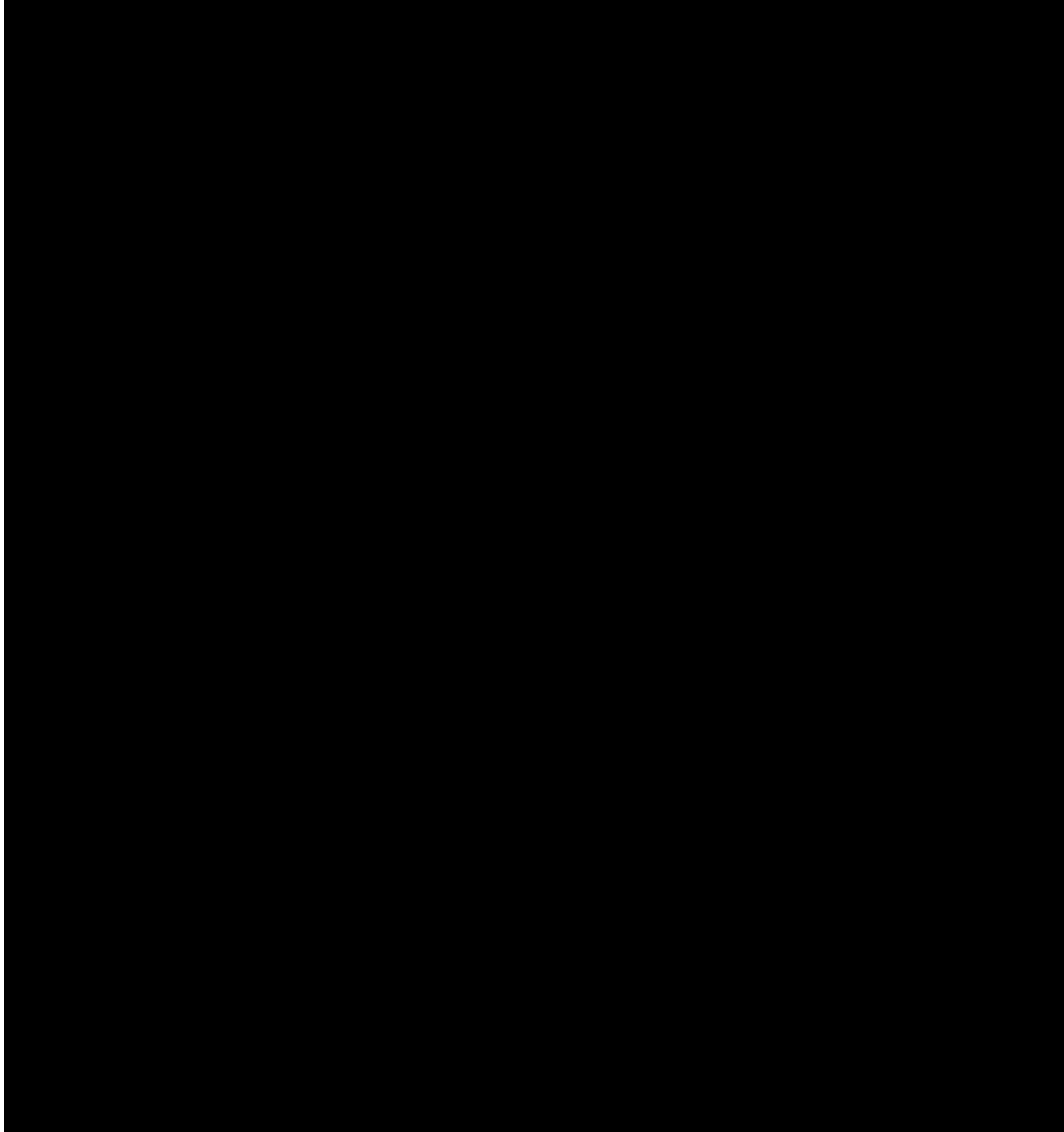
PR Cannes Lion 2012 Grand Prix Winner
"The most popular song"
Banco Popular de Puerto



www.adlip.co.za



**The money values we learn as children
stay with us for the rest of our lives.**



The challenge and the opportunity is for retirement to be bought, not sold.