



***UNPACKING MOMENTUM INVESTMENTS
WITHIN AN EVOLVING INVESTMENTS
LANDSCAPE***

19th May 2025

Ferdi van Heerden



Agenda



Who we are and our core capabilities



Market dynamics and key considerations



Strategy to navigate towards the future



Structured Products and Annuities



Wealth Management



Multi Management



Asset Management



Why we will win



Who we are and our core capabilities



Structured products and Annuities

Wealth Management (local and international LISP)

Institutional platform

Multi-Management

Multi-Managed Funds
(MMM, MGIM, MAI)

Model Portfolio Solutions
(Equilibrium)

Outcomes-based investment philosophy & process
Collaborate on research and partnerships
Centralised investment provider to internal and external advice networks / partners

Asset Management

Retail Asset Management
(Curate)

Single managed funds each managed by a specialist manager
Independent brands

Institutional Asset Management
(MAM, CAIM, Securities)

Systematic strategies
Fixed income
Personal share portfolios

Independent Specialists & Boutiques
(IMG, ERIS)

Independent, owner managed businesses
Complementary to in-house capabilities

CEO: Momentum Investments



Ferdi van Heerden

Core planning units

Planning unit

WEALTH MANAGEMENT

Hymne Landman

Planning unit

STRUCTURED PRODUCTS & ANNUITIES

Fareeya Adam

Planning unit

MULTI-MANAGEMENT

Theo Terblanche

Planning unit

CURATE INV MANAGERS

Ray Mhere

Planning unit

ASSET MANAGEMENT

Roberts Grava

Planning unit

STOCK BROKING

Steven Schultz

Functional Capabilities

COMMERCIAL & GROWTH

Martin Riekert

IT & DIGITAL

Friedrich Rappard

HUMAN CAPITAL

Desiré Pauw

FINANCE

Renée Rautenbach

GOVERNANCE

Daleen Lessing

Specialists

IMG

Alida de Swart

ERIS

Barend de Loor

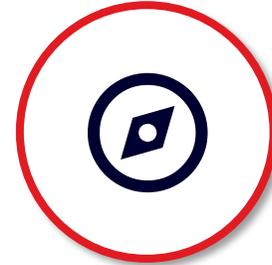
Market dynamics and key considerations





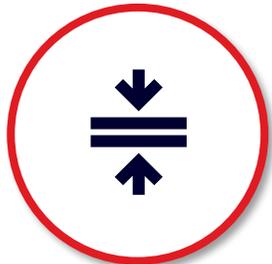
Low SA growth

- Vertical integration
- New markets & segments
- Consolidation & partnerships



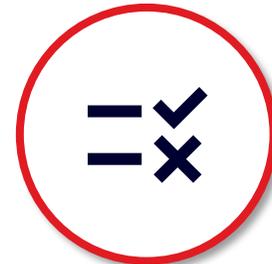
Changing client needs

- Digital capabilities (self-drive, self-manage services)
- Personalisation in delivery
- Closer engagement with clients
- Integrating into advice practices



Margin pressure

- Product simplification
- Structured & alternative product focus
- AI & digital (innovation and cost efficiencies)



Regulatory complexities

- Leverage AI & digital solutions
 - more scalable compliance and legal capability
 - aid predictive compliance risk identification and monitoring



Sustainability & Impact

- Strong focus on an integrated ESG/ Responsible Investment process and philosophy



Migration of talent

- Strong EVP
- Culture driving & supporting purposeful leadership
- Enable access to global talent pool

Strategy to navigate towards the future



LONG-TERM WINNING ASPIRATION

Being a **trusted investment and wealth manager**, who crafts sustainable local and global solutions offering unique engagement journeys that advisers and clients can rely on to **build and protect their financial dreams**.



Establish ourselves as **a major contributor to the Momentum Group earnings** with AUM exceeding a trillion rand, reducing our cost-to-income ratio by 5% and achieving a sustained NPS above 70.

IMPACT STRATEGY AMBITION

STRATEGIC FOCUS AREAS



Growth

- Vertical integration
- Global growth/ new markets
- Partnership opportunities



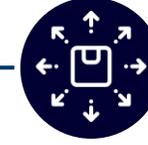
Client experience

- Creating unique distinctive individualised service experiences (consistently)



Operating model

- FNZ re-platforming
- Optimisation of capabilities/funds
- Reset the cost base



Product choices

- Product simplification
- Expansion to structured & alternative products



People

- EVP
- Purposeful leadership and culture

Enabled by data, AI and digital

Executed through the federated capability model

Delivered with simplicity

TO ACHIEVE



NHE

>R1 billion

AUM/A

>R1 trillion

Cost efficiency

>R150m | CTI +5% | CTA +0.05%

Net flows

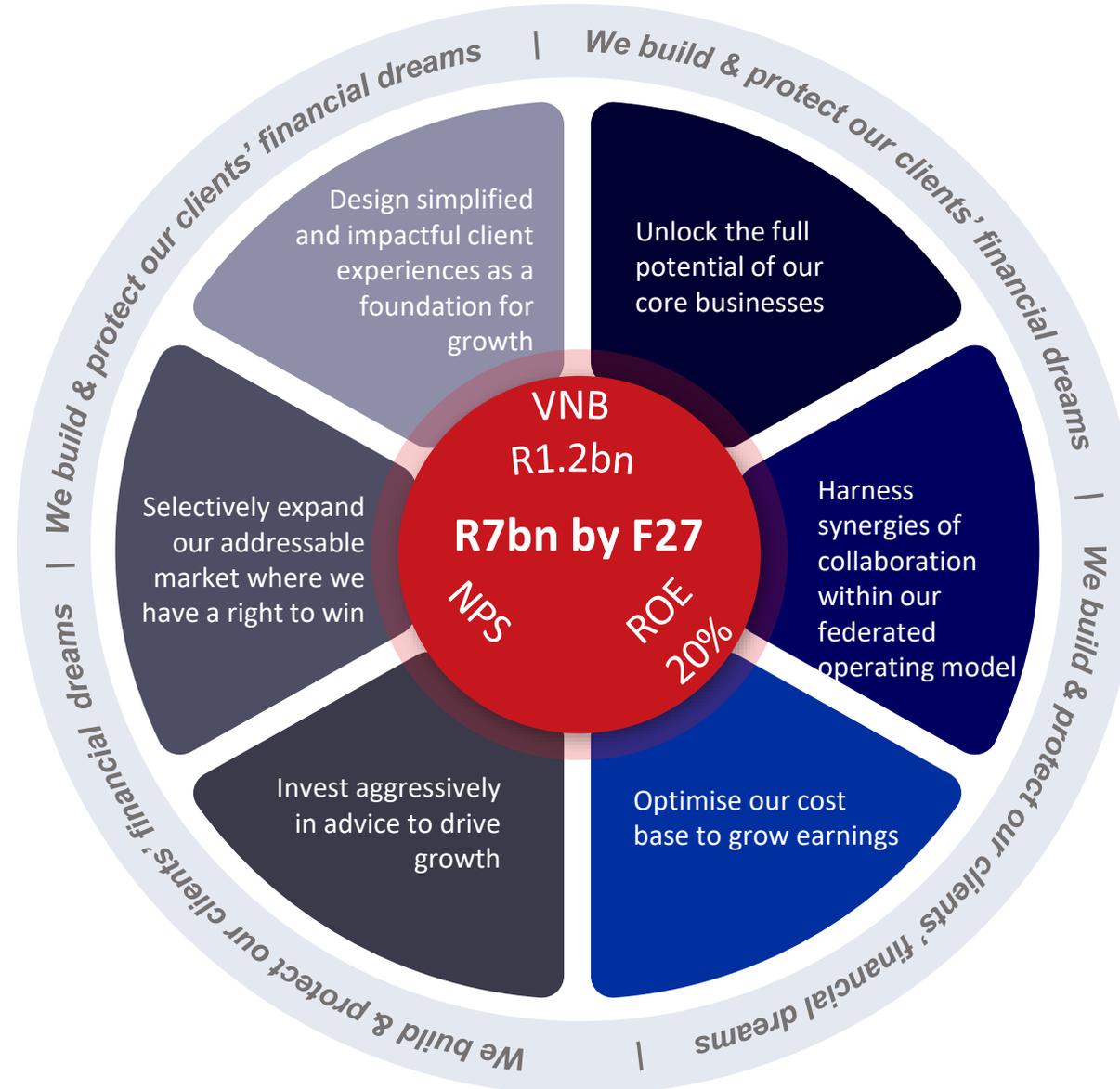
> R30 bn

VNB

1% - 2%

NPS

>70



PRIORITY

CRITICAL DELIVERABLES

Operating model &
cost base

FNZ implementation benefits, scale and synergies, invest in digital enablement, etc

Curate Asset
Management

Launch Curate in August 2024, and build proposition actively over the next 3 years

New markets
& segments

Fiduciary Management capability (UK); IFA Network (UK); DFM proposition for Expats;
Partner with Momentum Corporate; D2C via Curate

Product reset
& simplification

Optimisation of existing product range and improve breadth of product capabilities
(alternatives, low-cost passives/systematics), Focus AM portfolio

Vertical integration

Full value chain integration within Momentum Investments, advice channels and
within the Momentum group

Client/Adviser
experiences

Data analytics, behavioural sciences, digital enabled service delivery, etc

DIGITAL SELF-SERVICE



WhatsApp launched July 2024 for clients



Continuous investment in existing digital capabilities and automation



Phase 2: switch to FNZ fully digital platform

CONTACT CENTRE



Optical Character Recognition



Call centre technology

PORTFOLIO MANAGEMENT AND CLIENT BEHAVIOUR



Tactical asset allocation input



Behavioural Finance

Trustees / Asset Consultants

Independent advisers /
Consult franchises / MFP agents

Platforms

FAW Umbrella fund

Wealth local platform

Wealth offshore platform

Default (institutional) solutions
(Multi Manager)

Directly into
Products

Houseview (retail) solutions
(Equilibrium)

Products and Own Fund Solutions

Structured Solutions

Curate / Active
Management

MAM/CAIM (Fixed
Income & Systematics)

Alternative Assets

Stockbroking (Personal
Share Portfolios)

MANCO's (MCI/MICC/MGF)

STOCKBROKING

ERIS / IMG

momentum

structured products & annuities



momentum

structured products & annuities

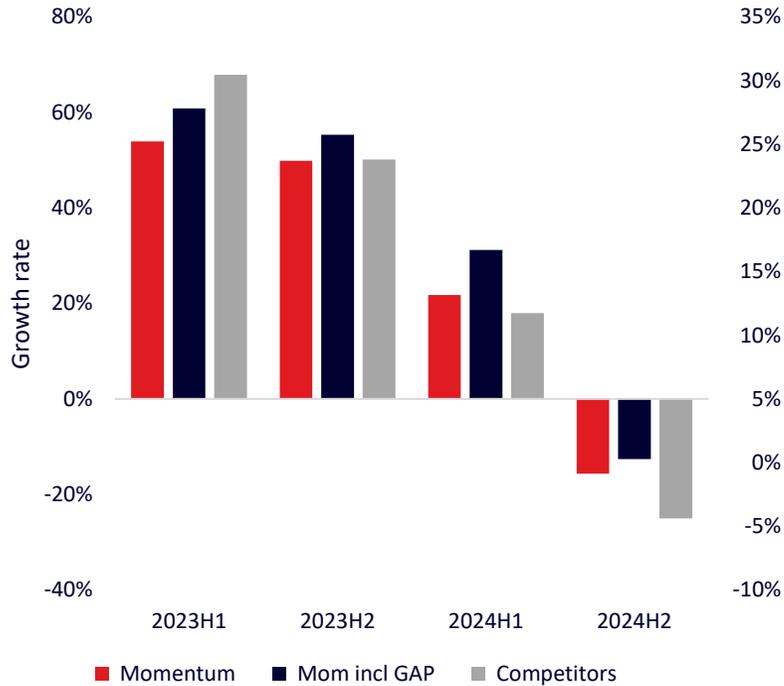
We offer a range of guaranteed solutions - including annuities and innovative structured products - enabling clients to control investment risk and remain protected during market volatility / downturns. By removing uncertainty, advisers can deliver reliable outcomes, build trust, and create sustainable outcomes for their clients and their advice practices.

We provide personalised certainty

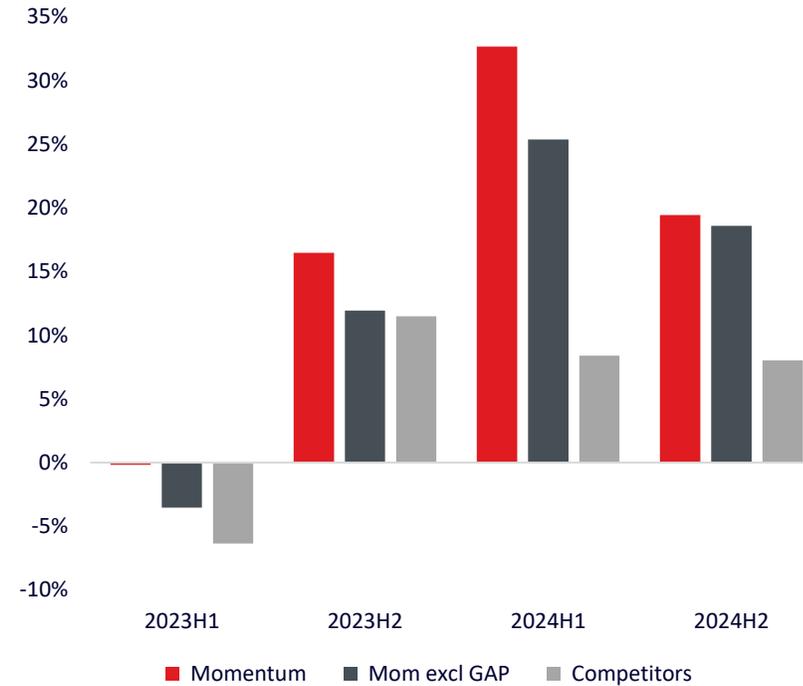


Momentum Investments benefit from all interest-rate market conditions

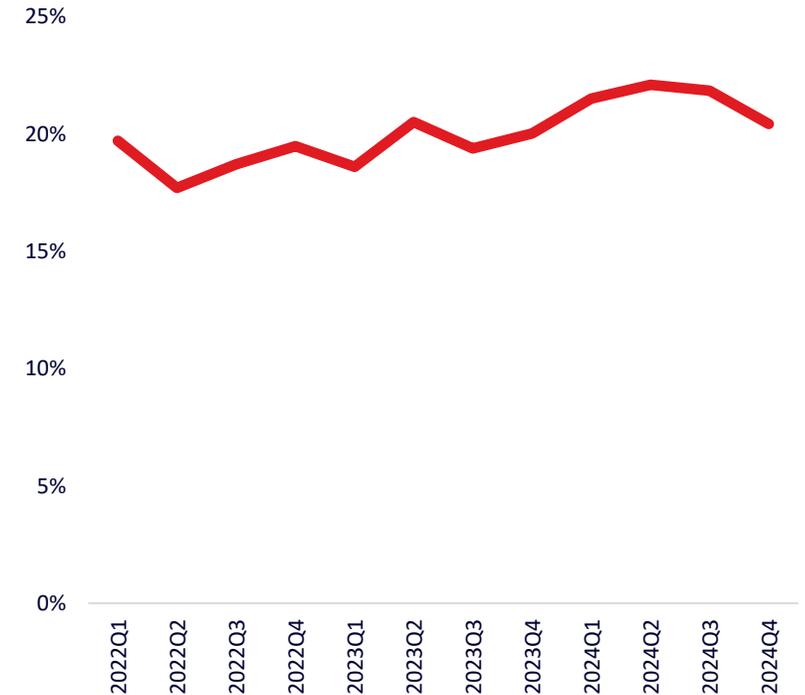
Year on year growth — Life annuities



Year on year growth — Living annuities



Market share — Retirement Income



Source: NMG RSI study

Using our strong balance sheet to manage volatility on a personal level by blending certainty and market exposure.

Guaranteed Annuities and Endowments



Index Guaranteed Funds



Bespoke structured products



Retail structured products



Personalised Dynamically Hedged Solutions



Key benefits for MI

Participate in a new market segment • High vertical integration opportunities • Higher margin opportunities

momentum
wealth management



momentum

wealth management

LISP business – Local and offshore. The most open architecture investment platform, that connects clients, advisers and investment managers in a dynamic ecosystem, delivering tailored choices and breadth of investment options. Built for scale and efficiency. These are all backed by cutting-edge platform capabilities and technology that includes our South African and Guernsey domiciled platforms.

Singular personalisation on your journey to success



Wealth is laying the foundation for current and future needs as well as scalability

Reinvent: rationale for change



Digitally transform the Wealth platform and reinvent the proposition to better meet the needs of advisers and their clients. Grow the business footprint and support and better enable vertical integration with Momentum Investment solutions.

Standardise, optimise and *automate* the core.

- End to end digitisation
- Full value chain re-engineering
- Client digital adoption transformation



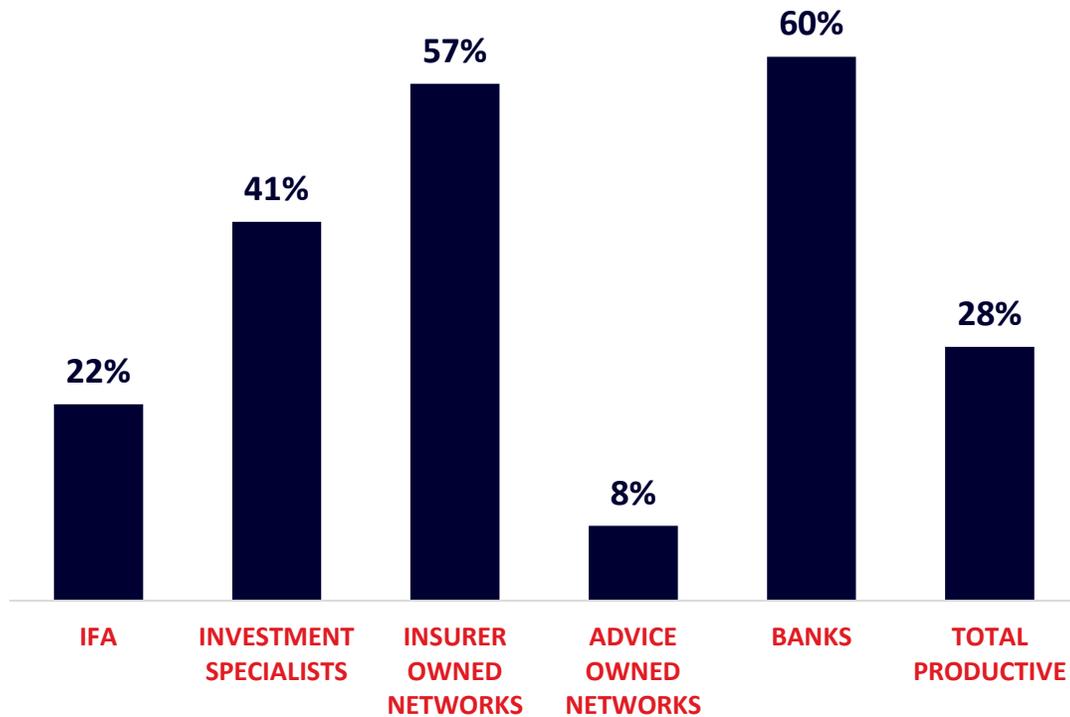
Reinvent our proposition and *focus on differentiation*

- Retail Investments growth strategy
- Exploit early advantage in advice partnership and digital advantage

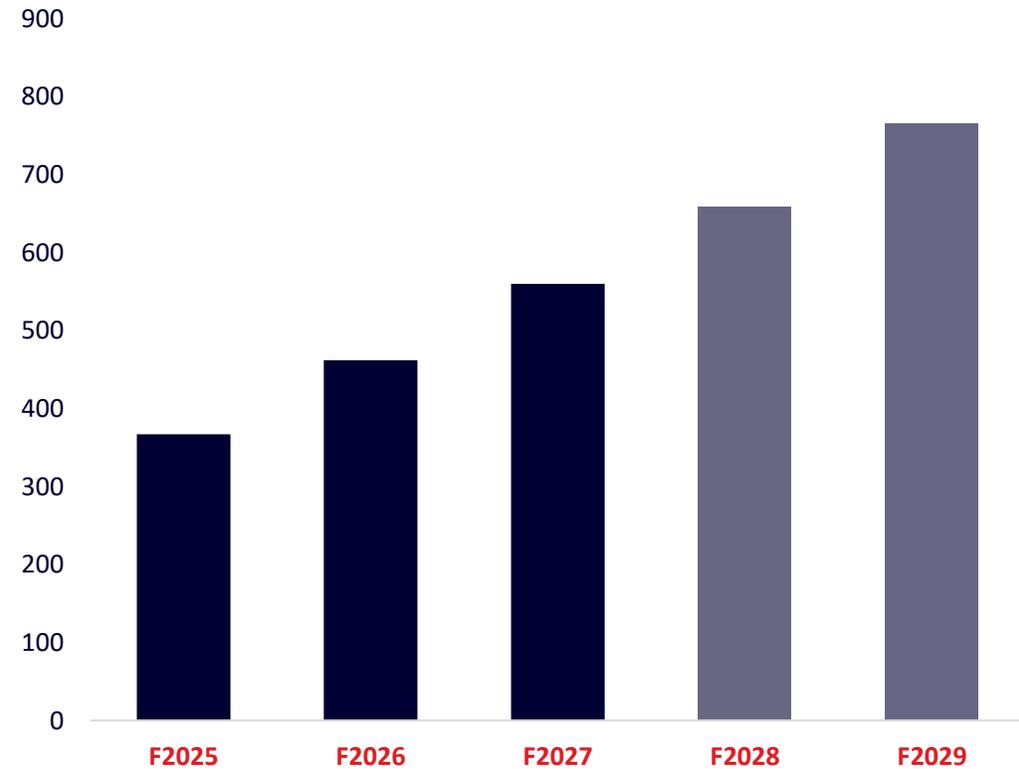
We are changing aspects of our historic DNA to excel in the core, focus on differentiation and growth whilst managing our costs responsibly.

Momentum's distribution heritage will benefit Momentum Wealth by exploiting scale

**HISTORIC MDS TOTAL 5Y
PRODUCTIVE GROWTH**



**GROWING THE AGENCY – PRODUCTIVE
MOMENTUM ADVISERS**



momentum

multi-manager



momentum

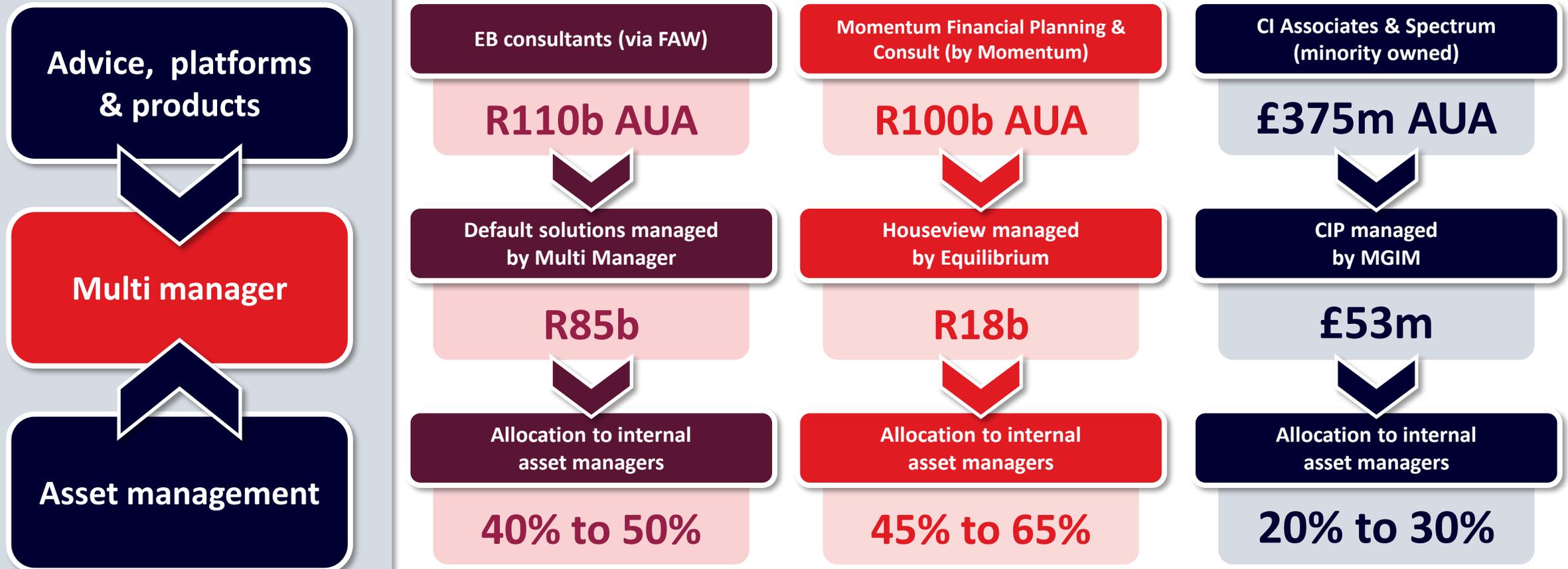
multi-manager

Investment solutions business – Local and Global. Providing centralised investment propositions (house view solutions for advice partners, as well as default solutions for umbrella funds). Focused on investment returns, managing risk, by leveraging expert research and insights. We deliver this through our retail DFM (EQ) and multi-manager capabilities, as well as our asset administration platforms (SA, Luxembourg and Guernsey).

Stewards of your investment success.



Leveraging our strong partnership DNA to attract more assets inhouse via centralised investment propositions



We don't compromise on client outcomes

Institutional portfolios	Three years	Five years	Ten years
Momentum Enhanced Factor 7	12.5%	14.5%	8.4%
Strategic benchmark	11.6%	13.6%	7.5%
Momentum Enhanced Factor 6	12.1%	14.0%	8.4%
Strategic benchmark	11.4%	12.8%	7.4%
Momentum Enhanced Factor 5	11.7%	13.4%	8.2%
Strategic benchmark	11.0%	11.7%	7.0%
Momentum Enhanced Factor 4	11.3%	12.4%	8.2%
Strategic benchmark	10.8%	10.7%	7.0%

Retail portfolios	Realised probability of outperforming	Maximum out-performance p.a.	Maximum under-performance p.a.
Consult Select 3	80%	8.19%	-3.40%
<i>(ASISA) South African MA Low Equity</i>	56%	4.18%	-3.54%
Consult Select 5	51%	9.50%	-6.94%
<i>(ASISA) South African MA Medium Equity</i>	35%	3.56%	-6.73%
Consult Select 7	39%	6.20%	-4.03%
<i>(ASISA) South African MA High Equity</i>	0%	-0.07%	-5.71%
Consult Select 7 Plus	40%	6.98%	-3.63%
<i>(ASISA) Wwide MA Flexible</i>	38%	3.36%	-5.12%

*Note: Provisional Performances

Combining the best of local and offshore expertise to become a truly global player

We are an international business with clients across the globe

UK presence gives us a platform to access to skills, global markets and clients

SA and UK teams combined share global operating model and single, outcomes based investment philosophy

We offer fund administration services in SA, Luxembourg and Guernsey

Expense base optimisation coupled with exciting international growth plans

Partnership with Robeco provides access to skills and capabilities



momentum

asset management



momentum

asset management

Direct asset management options, either owned or through partnerships / shareholding. Delivering investment building blocks for investment solution providers (DFM's, consultants, and advisers). Focused on investment returns, managing risk, by leveraging expert research and insights. We deliver this through our retail investment manager (Curate) and internal managers in MAM and CAIM.

In this space, brand matters. Each asset manager is appropriately branded for its market.

Momentum Asset Management - Global expertise, local focus
Curate – The art of investing
Momentum Securities – Bespoke investing



Fees

Pricing pressures & Value chain fee share

CIP

Growth of default / centralised investment propositions

DFM's

Partners of choice for IFA's

SAA

Shift to strategic asset allocation versus multi-asset funds

Global

Need for global exposure / offshore investments

Passives

Growth in passive solutions vs active

Specialists

Allocation to Boutiques / Specialists

Alternatives

Increased appetite given better return drivers

Asset classes

Multi-asset



Active equity



Systematic or low-cost equity



Fixed income



Alternative assets



Structural lower yield environment
will migrate more assets into
systematic solutions

The search for yield will migrate more
assets into alternative asset classes

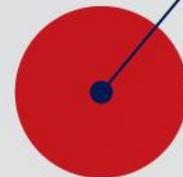
	RSA asset classes		Offshore asset classes	
	RETAIL	INSTITUTIONAL	RETAIL	INSTITUTIONAL
Multi-asset	curate THE ART OF INVESTING	 IMG		
Active equity	curate THE ART OF INVESTING	 IMG	curate THE ART OF INVESTING	 IMG
Systematic or low-cost equity		momentum asset management		
Fixed income	curate THE ART OF INVESTING	 IMG momentum asset management		CAIM
Alternative assets		 IMG  ERIS PROPERTY GROUP momentum alternative investments		

Conclusion





Questions



Traffic Growth	Unit Price	Revenue	Sales Volume	Item Increase	NET201	2010 Net
0.0%	£ 2,179	890	£ 120,020.00	9%	1,230,400	12
0%	£ 1,000.00	654	£ 44,345.00	34%	5.5E+01	340
0%	£ 5,940.00	454	£ 4,304.00	4%	4.5E+01	3,430
100%	£ 34,344.00	854	£ 65,484.00	2%	4.0E+01	1,000
34%	£ 42,210.00	34	£ 42,444.00	34%	5,430,400	1,000
8%	£ 657,485.00	878	£ 4,545.00	50%	1,750,400	1,000
6.9%	£ 2,179	890	£ 120,020.00	9%	1,230,400	12
8%	£ 1,000.00	654	£ 44,345.00	34%	5.5E+01	340