



Investments

What's in a
household name?



Let's talk about
something super
important in the
world of investing:

credibility



Edward Semanya
Senior Investment Specialist

Some names earn their place. Not just in dashboards and portfolios, but on shelves and in cupboards. They show up and deliver, consistently. That's how credibility builds. And when it's built right, it's the name people reach for first.

Stocking the shelf with a supreme investments brand

Trusted name

There's an investment destination that's been quietly shaping the landscape for nearly three decades. It's not loud. It doesn't shout. But it's everywhere. In boardrooms, in retirement plans, in personal savings accounts.

Think of the kind of quiet genius that made a fruit iconic – and redefined the phone.

Largest multi-manager in South Africa

It's size and scale are second to none, with more than half a trillion rand in assets under management and administration. That kind of reach is as impressive as it is powerful. It means better pricing, broader access and seamless implementation for its clients.

Like the familiar red can in your fridge: always there, always chosen.

Solutions-focused business

It's a name trusted by institutions, financial advisers and individual investors. An innovative and impact-focused organisation that doesn't just offer investments. It delivers peace of mind.

Much like the grocery store that knows your basket before you do and can deliver in 60.

Makes investing more accessible

It brings together the best of its offerings, lowers the barriers to investing and tailors solutions for its clients. Its seamless digital platform puts quality investment solutions within reach, with intuitive tools, transparent options and built-in support.

Think of the streaming platform that meticulously curates your next binge. Tu-dum!

World-class opportunities

It connects investors to the very best offshore possibilities that can hardly be seen anywhere else in the world. It's not just about access. It's about impact. It prides itself on local knowledge with global expertise.

Now picture the flame-grilled SA peri-peri favourite, proudly local, with a global fanbase.



Baked in credibility

It's rare to find all these attributes in one place. So when you do, it's worth taking note.

What brings this trusted name to the top of any shopping list is its credibility - built on a multi-manager approach that's as deliberate as baking with ingredients you trust. You wouldn't settle for just any flour, butter or eggs; you'd reach for the ones that consistently deliver.

That's exactly how multi-management works: finding, assessing and selecting only the best investment minds, to blend them into one cohesive solution for clients.



And what do you get from that?
Performance that rises to the occasion.
Consistent, competitive and superior.

Finding the right place

This may sound like a sales pitch. It's not. It's simply a perspective that invites you to challenge, to think and to choose.



To challenge
the standards
you've grown
used to.



To think what
truly defines
credibility.



To choose an
investment
destination
that matters.





So, what's in a household name? **Everything.**

But you can't have a place for everything in your cupboard. And when it comes to investing, you should only have one.

This is the place



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