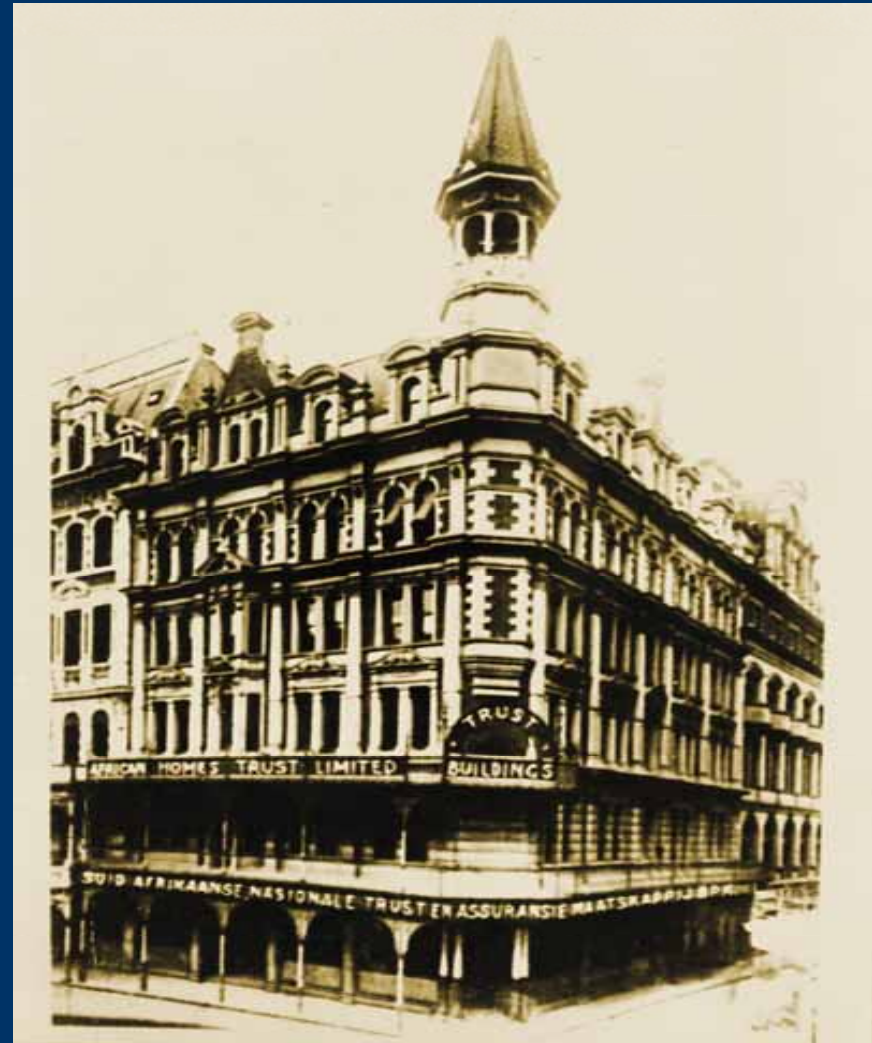
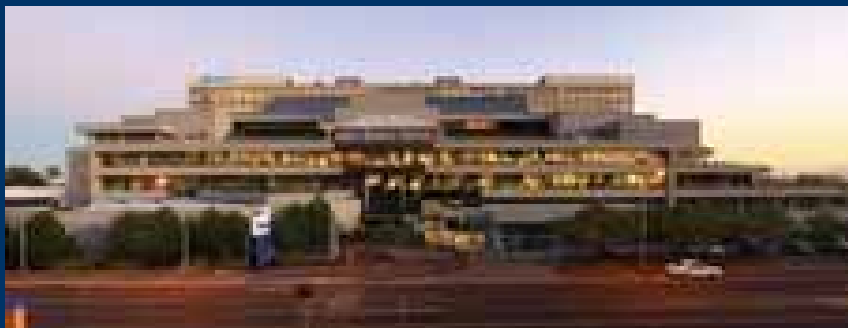


From life insurance to financial services:  
A historical analysis of Sanlam's client  
base, 1918-2004

Simoné Halleen  
Department of History  
University of Stellenbosch

# Introduction

- 1918 life insurance company.
- 2004 financial services group.



# Contents

- Literature review and rationale
  - History of life offices
  - South African historiography
- Research problem and methodology
  - Problem statement
  - Objectives
  - Primary sources
  - Chapter outline
- Preliminary findings
  - Language profile
  - Racial profile

# Literature review and rationale: History of life offices

- Popular history: Commemorative works and coffee table books.
- Selected articles, books, chapters in books, dissertations and conference proceedings.
- Topics:
  - Origin and spread.
  - Change and development.
  - Interaction with environment.

# Literature review and rationale: History of life offices

- South Africa: Limited research.
- Sanlam:
  - JP Scannell. 1968. *Uit die Volk gebore. Sanlam se eerste vyftig jaar*. Kaapstad: Nasionale Boekhandel.
  - WPG Koen. 1986. *Sanlam between two world wars: Its foundation, growth and struggle for an economic foothold for the Afrikaner, 1918-1939*. Pretoria: UNISA.

# Literature review and rationale: South African historiography

- Associated with rise of Afrikaner Nationalism.
- D. O' Meara. 1983. *Volkskapitalisme: Class, capital and ideology in the development of Afrikaner nationalism*. Johannesburg: Ravan Press.

## Research problem and methodology: Problem statement

- Explores Sanlam's transformation from life insurer to financial services group.
- Tests validity of the popular notion of Sanlam as an Afrikaans company.
- By investigating the changing profile of its client base over time.

# Research problem and methodology: Objectives

- Identify motives, mission and goals of Sanlam and life offices in general.
- Compile a demographic profile of Sanlam's client base.
- Analyse and explain changes in this client profile.
- Assess the impact of this client profile.



# Research problem and methodology: Primary sources

- Minutes.
- Annual reports.
- In-house publications.
- Correspondence and speeches.
- Interviews.
- Policy registers.
- Market research.
- Promotional material.

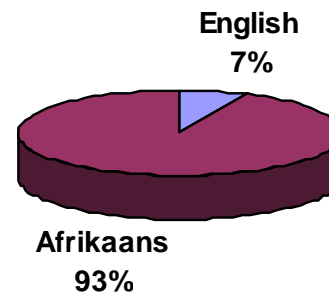


# Research problem and methodology: Chapter outline

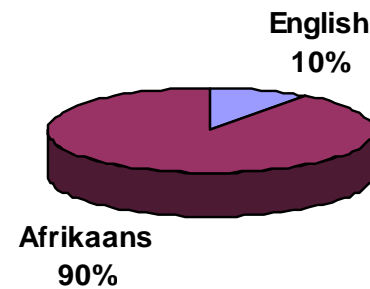
1. Introduction
2. History and development of the life insurance industry in South Africa, 1826-1918
3. Establishment of Santam and Sanlam, 1918
4. Language profile of Sanlam's client base, 1918-2004
5. Racial profile of Sanlam's client base, 1918-2004
6. Lifecycle profile of Sanlam's client base, 1918-2004
7. Gender profile of Sanlam's client base, 1918-2004
8. Socio-economic profile of Sanlam's client base, 1918-2004

# Preliminary findings: Language profile

Language profile  
of Sanlam's client  
base, June-Dec  
1918

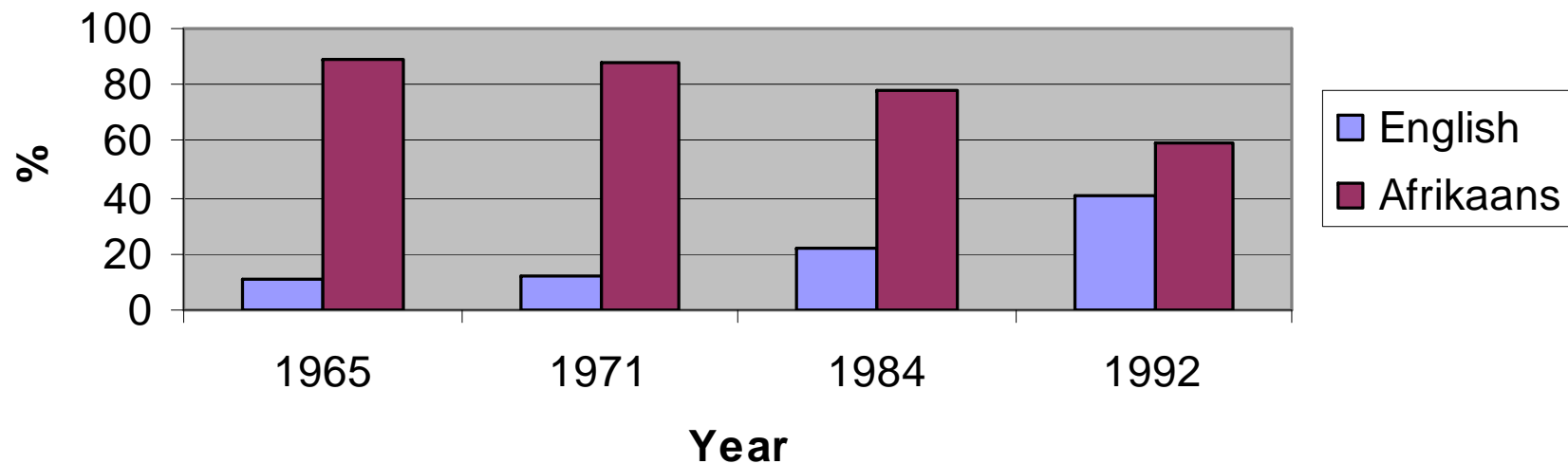


Language profile  
of Sanlam's  
client base, 1960



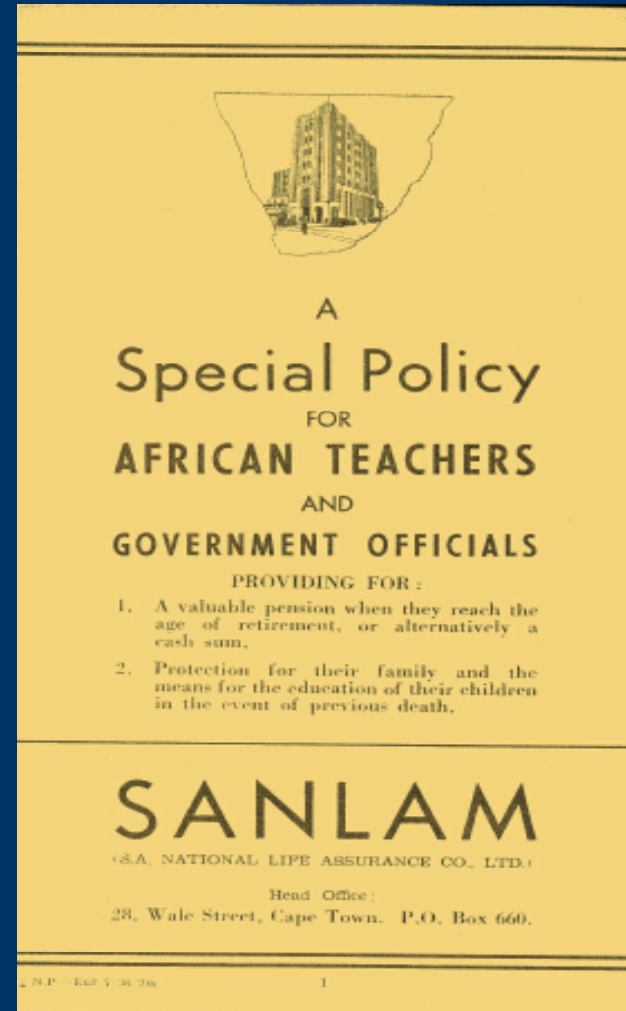
# Preliminary findings: Language profile

Language profile of Sanlam's client base, 1965-1992



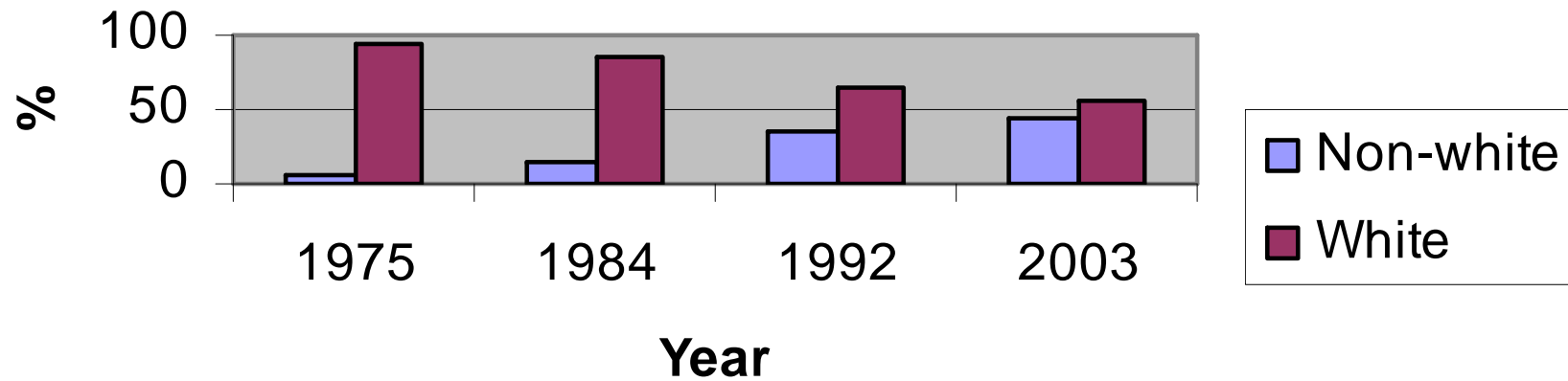
# Preliminary findings: Racial profile

- 1918-1920: Industrial insurance.
- 1921-1950: Small percentage of Sanlam's client base non-white.
- After 1950 expansion into the non-white market.



# Preliminary findings: Racial profile

**Racial profile of Sanlam's client base,  
1975-2003**



# Conclusion

- Popular notion of Sanlam as Afrikaans company holds true for earlier parts of its history.
- Explained in context of British dominated industry and Sanlam's role in increasing Afrikaner participation in the economy.
- Did not exclude other groups (English speakers, non-whites).