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### Key features

#### Earnings

- Net result from financial services per share increased by 23%
- Normalised headline earnings per share up 15%

#### **Business** volumes

- New business volumes up 3% to R106 billion
- Net value of new covered business up 10% to R666 million
- Net new covered business margin of 2,57% up from 2,42%
- Net fund inflows of R22 billion, up 42%

#### **Group Equity Value**

- Group Equity Value per share of R28,18
- Return on Group Equity Value per share of 18,2%
- Adjusted return on Group Equity Value per share of 16%

#### Capital management

- Discretionary capital of R4 billion at 31 December 2010
- Sanlam Life CAR cover of 3.4 times

Divident of 115 cents per share, up 11%

Sanlam Investments assets under management of R491 billion

### Salient Results

		2010	2009	Δ
SANLAM GROUP				
Earnings				
Net result from financial services per share	cents	161,5	131,8	23%
Core earnings per share (1)	cents	203,1	179,3	13%
Normalised headline earnings per share (2)	cents	251,5	218,5	15%
Diluted headline earnings per share	cents	252,4	218,4	16%
Net result from financial services	R million	3 303	2 705	22%
Core earnings (1)	R million	4 154	3 681	13%
Normalised headline earnings (2)	R million	5 143	4 485	15%
Headline earnings	R million	5 122	4 429	16%
Group administration cost ratio (3)	%	29,6	27,7	
Group operating margin (4)	%	19,8	16,9	
Business volumes				
New business volumes	R million	105 526	102 928	3%
Net fund flows	R million	22 026	15 499	42%
Net new covered business				
Value of new covered business	R million	666	607	10%
Covered business PVNBP (5)	R million	25 891	25 102	3%
New covered business margin (6)	%	2,57	2,42	
Group Equity Value				
Group Equity Value	R million	57 361	51 024	12%
Group Equity Value per share	cents	2 818	2 473	14%
Return on Group Equity Value per share (7)	%	18,2	16,2	
Adjusted return on Group Equity Value per share (8)	%	16,0	13,1	
SANLAM LIFE INSURANCE LIMITED				
Shareholders' fund	R million	40 521	37 036	
Capital Adequacy Requirements (CAR)	R million	7 375	7 675	
CAR covered by prudential capital	times	3,4	3,1	

Core earnings = net result from financial services and net investment income (including dividends received from non-operating associates).

<sup>(2)</sup> Normalised headline earnings = core earnings, net project expenses, net investment surpluses, secondary tax on companies and equity-accounted headline earnings less dividends received from non-operating associates, but excluding fund transfers. Headline earnings include fund transfers.

earnings include rurio transfers.

(3) Administration costs as a percentage of income after sales remuneration.

(4) Result from financial services as a percentage of income after sales remuneration.

(5) PVNBP = present value of new business premiums and is equal to the present value of new recurring premiums plus single premiums.

(6) New covered business margin = value of new covered business as a percentage of PVNBP.

<sup>(7)</sup> Growth in Group Equity Value per share (with dividends paid, capital movements and cost of treasury shares acquired reversed) as a percentage of Group Equity Value per share at the beginning of the period.

(8) Return on Group Equity Value per share, based on investment return assumptions as at the beginning of the year.

### **Executive Review**

We are pleased to report on another solid performance in the 2010 financial year. An unwavering execution of the Group strategy and appropriate financial discipline in a challenging business environment contributed to a sustained delivery on the Group's commitment to optimise shareholder value.

#### Performance review

The primary performance target of the Group is to optimise shareholder value through maximising the return on Group Equity Value (ROGEV) per share. This measure of performance is regarded as the most appropriate given the nature of the Group's business and incorporates the result of all the major value drivers in the business.

A target has been set for the ROGEV per share to exceed the Group's cost of capital on a sustainable basis. Cost of capital is set at the government (9-year) bond yield at the start of each financial year plus 300 basis points, with a target to exceed this return by at least 100 basis points. Over a short-term measurement period the actual return achieved can be distorted by volatile market movements. An 'adjusted' ROGEV is therefore also reported that aims to exclude the impact of investment market volatility. This is calculated by assuming that for purposes of the investment return earned on the supporting capital of covered business and the valuation of other Group operations, the investment return assumptions used at the beginning of the reporting period were actually achieved in that period. Other significant items not under management's control are also excluded.

The target ROGEV per share for 2010 based on the above metrics was 13,4%. The actual 2010 ROGEV per share achieved of 18,2% is well in excess of this target, supported by the favourable equity market performance and a decrease in long-term interest rates during the year. The adjusted ROGEV for 2010 amounted to 16%, which is also in excess of the targeted return. A key measure of performance is also its sustainability. On a cumulative basis the

Group has outperformed the ROGEV performance target since being demutualised in 1998.

Other key indicators used by the Group to evaluate its operational performance are as follows for the 2010 reporting period:

- Net result from financial services increased by 23% on 2009 to 161,5 cents per share;
- New business volumes of R106 billion, up 3% on 2009:
- Value of new life business up 11% to R762 million:
- Net fund inflows of R22 billion in 2010 compared to R15 billion in 2009; and
- Dividend per share increased by 11% to 115 cents per share.

Sanlam shareholders earned a return of 27% on their shareholding in 2010, the combination of a 23% increase in the Sanlam share price and a dividend of 104 cents per share paid in 2010. This is well in excess of the general market return and reflects the continued market confidence in the sustainability of the Group's strategic direction. Measured over a longer term the Sanlam share price continues to outperform the Life and Financial indices since Sanlam's listing in 1998.

### Delivering on strategy

Our strategy, which has proved resilient and sustainable, was fundamental in helping us to once again deliver a solid set of results. The five pillars that continue to make up our strategy are: optimal capital utilisation, earnings growth, costs and efficiencies, diversification and transformation. By focusing resolutely on these five pillars, we have achieved market-leading growth over the past seven years and have transformed Sanlam into an efficient and profitable company with a healthy capital position.

Some of the key strategic initiatives for 2010 include:

Sanlam International Investment Partners (SIIP)
manages Sanlam and external client international
assets of more than US\$4,5 billion. SIIP continued

its strategy of acquiring stakes in carefully selected, specialist investment management businesses during 2010, buying a stake in Centre Asset Management, a New York-based equity manager, as well as in Exclusive Holdings, a European property manager.

- Glacier International, the international division
  of Glacier by Sanlam, was launched at the
  beginning of 2010 in partnership with US-based
  Milliman, one of the top risk management
  companies in the world. This new offering was
  set up to provide affluent South African clients
  with innovative ways of investing offshore. The
  new offering became available in October 2010
  and we are confident that this offering will
  rapidly gain traction.
- Key to the sustainability and ongoing growth of Sanlam UK is the success of the new Sanlam UK Distribution Services division. This division was set up early in 2010 to assist its underlying businesses in achieving greater new business volumes by providing intermediary agencies with expert support in the fields of tax, risk management and business consultancy. Sanlam UK will also be leveraging off the strength of the Sanlam brand, which has become well recognized and respected in the UK, by rebranding and repositioning its subsidiaries in the first half of 2011.
- Sanlam Personal Finance (SPF) launched the pilot version of our new Sanlam Empowerment Funds in October 2010. These funds offer black clients access to empowerment funding asset classes and direct investment into BEE deals. Initial feedback from the market has been positive.
- Sanlam Personal Loans (SPL) expanded its
  client database to offer loans to selected
  Sanlam clients in the lower middle market from
  November 2010. SPL also started a pilot project
  offering loans to selected Sanlam clients in the
  entry-level market as well as the segment of
  the middle market with a poorer credit history.

- · As part of our strategy to tap into new markets, Sanlam Developing Markets (SDM) made good progress with a number of new initiatives in 2010. These include launching a new life company in Uganda, acquiring a stake in NICO Life in Malawi and finalising a partnership with First Bank in Nigeria. In addition, Safrican performed very well. The group risk business and agency force in Sanlam Sky Solutions performed above expectation. SDM also managed to establish a medical business, Sanlam Health International, in 2010 which is operational in a number of African countries. In South Africa, SDM also launched icover which provides affordable and easily accessible funeral cover to low income earners.
- SDM's joint venture with the JD Group became operational in 2010.
- The sale of MiWay, the new direct short-term insurance venture, to Santam was finalised in 2010. Santam will reimburse Sanlam's investment of R240 million into MiWay, while Sanlam will also share in any increase in the valuation of MiWay up to December 2013. Sanlam also retains access to the MiWay structures to enable it to distribute other financial services products.
- Following the merger of Telemed with Bestmed in 2010, Sanlam Healthcare Management acquired Eternity Health Administrators to become the fourth largest medical aid administrator in South Africa.

### Capital management

Capital efficiency is a major strategic focus of the Group. Unproductive capital is value dilutive and the optimal utilisation of capital is therefore a key Group priority. Some level of prudence is however required in dealing with what is earmarked as surplus to the Group's requirements until we have a better understanding of the full impact of the new Solvency Assessment and Management (SAM) regime. Our view is that it is too early in the

### Executive Review continued

development and roll out of the SAM rules and requirements for any speculation on the potential for surplus capital in addition to what is currently being earmarked as discretionary.

We have allocated R4 billion to our discretionary capital pool. A number of strategic investment opportunities have been identified and are being pursued which, if successful, could utilise a major portion of this capital pool. In addition, we will continue with the buy-back of Sanlam shares in periods of relative price weakness.

### Looking ahead

The South African economy is not going to stage a large-scale recovery in 2011. Instead we expect slow, yet steady progress, led by household

consumption and followed by a turnaround in capital spending by the business sector. This is likely to lead to a current account deficit, which could curb the rising trend in the exchange rate.

Risks facing us over the shorter term are volatile markets and a continued weakness in the economies of developed markets. Of concern is that the economies of most African countries tend to lag the developed world. Therefore, while slow recovery is starting to set in elsewhere, countries like Botswana are still feeling the recessionary pressures.

The outlook for the financial services business. environment is not buoyant, but we expect to see modest growth in 2011. Cautious optimism is therefore in order for 2011.

### Forward-looking statements

In this report we make certain statements that are not historical facts and relate to analyses and other information based on forecasts of future results not yet determinable, relating, amongst others, to new business volumes, investment returns (including exchange rate fluctuations) and actuarial assumptions. These are forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995. Words such as "believe", "anticipate", "intend", "seek", "will", "plan", "could", "may", "endeavour" and "project" and similar expressions are intended to identify such forward-looking statements, but are not the exclusive means of identifying such statements. Forward-looking statements involve inherent risks and uncertainties and, if one or more of these risks materialise, or should underlying assumptions prove incorrect, actual results may be very different from those anticipated. Forward-looking statements apply only as of the date on which they are made, and Sanlam does not undertake any obligation to update or revise any of them, whether as a result of new information, future events or otherwise.

### Comments on the results

#### Introduction

The Sanlam Group results for the year ended 31 December 2010 are presented based on and in compliance with International Financial Reporting Standards (IFRS), as applicable. The basis of presentation and accounting policies are consistent with those applied in the 2009 annual report, apart from the following:

- Segmental reporting: The Investment
   Management and Capital Markets segments were
   restructured. Sanlam Private Equity, Sanlam
   Properties (excluding the property management
   operations that were transferred to the corporate
   segment) and Sanlam Structured Solutions were
   reallocated from Sanlam Investments and
   combined with Sanlam Capital Markets to form
   the new Capital Management segment in line
   with the new management structures.
- Accounting policies: Sanlam Sky Solutions and Channel Life were integrated into a single business unit after the acquisition of the minority shareholder interest in Channel Life during 2009. As part of the integration, Channel Life's accounting policies for insurance contracts have been aligned with that of the Sanlam Group by eliminating negative rand reserves held as part of its insurance contract policy liabilities. Refer below for further information, including the impact on earnings and the Group shareholders' fund.

Comparative information has been restated accordingly, apart from Group Equity Value that has not been restated for the change in accounting policies based on its immaterial impact on this performance measure.

### Business environment

By their nature the Group's operations are exposed to the volatility of financial markets and economic conditions in general. This was again illustrated in the 2010 financial results. The main features to take cognisance of in evaluating the Group's results are highlighted below.

### Economic conditions

Economic growth in the main geographical regions in Africa and the United Kingdom (UK) where the Group operates remained weak. Administrative inflation also continued to put pressure on disposable income in the South African target market areas.

#### Equity markets

The South African equity market followed international trends with a strong performance in the latter half of 2010. The FTSE/JSE All Share and Swix Indices closed the year 16% and 18% up respectively on their 31 December 2009 levels. This compares to the respective increases of 29% and 26% in 2009. The strong equity market performance since the latter half of 2009 contributed to a 22% higher average market level during 2010 as compared to 2009.

#### Interest rates

Long-term interest rates decreased by 1% since 31 December 2009 while short-term interest rates declined further in 2010 from the exceptionally high levels in early 2009. The result was a 2% fall in the average return earned on the Group's cash portfolio in 2010.

### Foreign currency exchange rates

The rand continued its strong performance against all the major currencies to which the Group has exposure, as reflected in the table below (negative variances indicate a strengthening of the rand).

FOREIGN CURRENCY/	EUROPE	UNITED KINGDOM	USA	BOT- SWANA	INDIA	KENYA
RAND	EURO	GBP	US\$	BWP	INR	KES
31/12/2008	12.85	13.33	9.24	1.26	0.19	0.13
31/12/2009	10.56	11.89	7.36	1.13	0.16	0.10
	-17.8%	-10.8%	-20.3%	-10.3%	-15.8%	-23.1%
31/12/2009	10.56	11.89	7.36	1.13	0.16	0.10
31/12/2010	8.88	10.36	6.62	1.05	0.15	0.09
	-15.9%	-12.9%	-10.1%	-7.1%	-6.3%	-10.0%
Average: 2009	11.62	13.04	8.31	1.2	0.17	0.11
Average: 2010	9.68	11.29	7.30	1.1	0.16	0.10
	-16.7%	-13.4%	-12.2%	-8.3%	-5.9%	-9.1%

### Comments on the results

### continued

### Group Equity Value (GEV)

GEV is the aggregate of the following components:

- The embedded value of covered business, being the life insurance businesses of the Group, which comprises the required capital supporting these operations and the net present value of their in-force books of business (VIF);
- The fair value of other Group operations based on longer term assumptions, which includes the investment management, capital markets, credit, short-term insurance and the non-covered wealth management operations of the Group; and
- The fair value of discretionary and other capital.

GEV provides an indication of the value of the Group's operations, but without placing any value on future new covered business to be written by the Group's life insurance businesses. Sustainable return on GEV is the primary performance benchmark used by the Group in evaluating the success of its strategy to maximise shareholder value.

### Group Equity Value at 31 December 2010

		2010		R	estated 2009	)
R million	Total	Fair value of assets	Value of in-force	Total	Fair value of assets	Value of in- force
Embedded value of covered business	31 045	14 033	17 012	28 988	14 247	14 741
Sanlam Personal Finance	21 488	8 144	13 344	19 884	8 098	11 786
Sanlam Developing Markets	3 952	1 104	2 848	3 479	1 363	2 116
Sanlam UK	638	212	426	665	217	448
Sanlam Employee Benefits	4 967	4 573	394	4 960	4 569	391
Other group operations	19 413	19 413	-	16 833	16 833	-
Retail cluster	3 359	3 359	-	2 707	2 707	-
Institutional cluster	7 525	7 525	-	6 977	6 977	-
Short-term insurance	8 529	8 529	-	7 149	7 149	-
Capital diversification	-	-	-	(700)	(700)	-
Other capital and net worth adjustments	2 903	2 903	-	2 403	2 403	-
	53 361	36 349	17 012	47 524	32 783	14 741
Discretionary capital	4 000	4 000	-	3 500	3 500	-
Group Equity Value	57 361	40 349	17 012	51 024	36 283	14 741
Issued shares for value per share (million)	2 035,5			2 063,1		
Group Equity Value per share (cents)	2 818			2 473		
Share price (cents)	2 792			2 275		
Discount	-1%			-8%		

The GEV as at 31 December 2010 amounted to R57,4 billion, up 12% on the R51 billion at the end of 2009. On a per share basis GEV increased by 14% from 2 473 cents to 2 818 cents at 31 December 2010, after allowing for the 104 cents per share dividend paid in 2010. The Sanlam share price traded at a 1% discount to GEV by close of trading on 31 December 2010, substantially eliminating the 8% discount at the end of 2009.

As a financial services organisation, the Group has a material exposure to the investment markets, both in respect of the shareholder capital portfolio that is invested in financial instruments, as well as a significant portion of the fee income base that is linked to the level of assets under management. After the negative GEV return in 2008 (-1,7%) that reflected the depressed financial markets at the time, the Group's performance recovered in 2009 and 2010 in line with the stronger investment markets. Sanlam achieved a ROGEV per share of 18,2% in 2010 relative to the 16,2% achieved in 2009 and well up on the 13,4% target set for the year.

### Return on Group Equity Value for the year ended 31 December 2010

		2010		2009
	Earnings R million	Return %	Earnings R million	Return %
Covered business	5 057	17,5	4 421	15,5
Sanlam Personal Finance	3 782	19,0	2 815	14,4
Sanlam Developing Markets	676	19,7	467	16,7
Sanlam UK	(7)	(1,1)	(14)	(2,1)
Sanlam Employee Benefits	606	12,2	1 153	20,8
Other operations	4 100	24,4	3 802	28,0
Sanlam Personal Finance	743	46,1	188	13,2
Sanlam Developing Markets	98	37,4	102	63,8
Sanlam UK	48	5,8	(75)	(8,9)
Institutional cluster	1 155	16,6	1 454	26,4
Short-term insurance	2 056	28,8	2 133	40,5
Discretionary and other capital	165		(774)	
Balance of portfolio	400		(334)	
Shriram goodwill less value of in-force acquired	(20)		(87)	
Treasury shares and other	(153)		(244)	
Change in net worth adjustments	(62)		(109)	
Return on Group Equity Value	9 322	18,3	7 449	16,5
Return on Group Equity Value per share		18,2		16,2

Covered business yielded a return of 17,5% compared to 15,5% in 2009. The favourable return during 2010 is the combined effect of the following:

Net value added by new business written of R666 million (2009: R607 million) and earnings from the
existing in-force book of R2,6 billion (2009: R2,4 billion). The increase in the latter was aided by positive
experience variances of R468 million, essentially related to positive risk experience and interest earned on
net working capital. Net operating assumption changes were negative R47 million, adversely impacted by a
strengthening in long duration persistency assumptions in Sanlam Personal Finance;

# Comments on the Results continued

- The decrease in long-term interest rates and simultaneous change in long-term return assumptions resulted in a positive change in the economic assumptions base of R430 million, compared to negative change of R1.2 billion in 2009;
- The assets held in policyholder portfolios were positively impacted by the improved market conditions, resulting in an increase in expected future fee income. This, combined with assets increasing in some portfolios in excess of the related liabilities, contributed to investment variances of R332 million in 2010 after a similar increase of R1,1 billion in 2009; and
- Sustained positive investment returns on the capital supporting the life operations of R1,2 billion compared
  to a return of R1,6 billion in 2009. The 2010 result comprises an expected investment return of R1,1 billion
  (2009: R1,1 billion) and positive investment variances of R4 million (2009 R0,5 billion). The lower positive
  variance in 2010 can be ascribed to the lower level of interest earned on the cash exposure in the portfolios
  as well as lower offshore returns.

The valuations of the other Group operations were positively impacted by the continued improvement in market conditions and yielded a positive return of 24% for 2010 (28% in 2009). The Group's investment in Santam was again the largest contributor to this performance. Following a return of 42% in 2009, the investment in Santam yielded a return of R2 billion (30%) in 2010. Sterling operational performance from the non-life businesses in SPF and SDM is reflected in a respective 46% and 37% return on those businesses in 2010. Operations in the Institutional cluster achieved a return of 17%. As mentioned above, the Institutional cluster's performance is directly linked to the higher overall level of assets under management following the strong investment market performance during the year. The Group's businesses in the UK are still experiencing the aftermath of the financial market crisis but yielded a satisfactory return of 6% for the year, given the strong rand exchange rate.

### Earnings

### Summarised shareholders' fund income statement for the year ended 31 December 2010

R million	2010	Restated 2009	Δ
Net result from financial services	3 303	2 705	22%
Net investment return	2 123	2 049	4%
Net investment income	851	976	-13%
Net investment surpluses	1 131	1 032	10%
Net equity-accounted earnings	141	41	244%
Project expenses	(48)	(28)	-71%
BEE transaction costs	(8)	(7)	-14%
Secondary tax on companies	(135)	(150)	10%
Amortisation of intangible assets	(92)	(84)	-10%
NORMALISED HEADLINE EARNINGS	5 143	4 485	15%
Other non-headline earnings and impairments	401	(41)	
Normalised attributable earnings	5 544	4 444	25%

#### Net result from financial services

The net result from financial services or net operating profit improved across the Group since the end of June 2010 to record 22% growth on the 2009 financial year.

### Net result from financial services for the year ended 31 December 2010

R million	2010	Restated 2009	Δ
Retail cluster	1 979	1 694	17%
Sanlam Personal Finance	1 715	1 498	14%
Sanlam Developing Markets	218	163	34%
Sanlam UK	46	33	39%
Institutional cluster	861	890	-3%
Sanlam Investments	489	516	-5%
Sanlam Employee Benefits	171	154	11%
Capital Management	201	220	-9%
Short-term insurance cluster	575	242	138%
Santam	623	313	99%
MiWay	(48)	(71)	32%
Corporate and other	(112)	(121)	7%
Net result from financial services	3 303	2 705	22%

- Sanlam Personal Finance's net operating profit is 14% up on 2009. Profit from the life operations benefited from improved risk underwriting profits attributable to lower claims, increased releases from the asset mismatch reserve (based on the higher level of this reserve during 2010) and an increase in profits from the non-participating annuity book. The non-life operations more than doubled their profit contribution, with Sanlam Personal Loans being the largest contributor. Sanlam Personal Loans was affected by higher doubtful debt provisions in 2009 in light of the recessionary conditions, which did not recur in 2010. An increase in the size of its loan book also contributed to increased profitability.
- The Sanlam Developing Markets net operating profit of R218 million is 34% up on 2009. The South African and Botswana operations remain the largest contributors, with both regions contributing to the growth. In South Africa earnings were negatively impacted by weaker premium collection and claims experience, but this was offset by a strong performance from the group risk and Safrican businesses. Botswana recorded positive experience variances in most areas, with its results also supported by strong earnings growth from personal loans business, through its equity-accounted investment in Letshego.
- Sanlam UK's net operating profit is 39% higher than 2009, with both Merchant Investors and Principal
  recording improved performances. Merchant Investors had positive experience in respect of most of its key
  actuarial assumptions. Principal's profit base is directly linked to the level of assets under management,
  which was supported by both strong net fund flows and the recovery in UK investment markets.
- The Institutional cluster operations recorded a net operating profit of R861 million, which is 3% down on 2009.
  - Sanlam Investments' net operating profit of R489 million is 5% down on 2009. Excluding the release of
    expense over provisions in 2009, comparable net operating profit increased by 10%. Fee income
    increased in line with higher assets under management, supported by the higher average level of
    investment markets. Net performance fees also increased compared to 2009.

### Comments on the Results continued

- Sanlam Employee Benefits' net operating profit increased by 11% from R154 million in 2009 to R171 million for the 2010 financial year. High claims experience negatively impacted on risk underwriting profits. This was however more than offset by higher annuity mismatch profits and higher investment fees at Sanlam Structured Solutions. The Retirement Fund Administration business is still in a loss making position. Progress is however being made to improve the profitability of this business.
- The Capital Management business grouping reported a 9% decrease in its net operating profit, which reflects an improvement since the end of June 2010. Within Sanlam Capital Markets, the Debt and Equities divisions reported strong results, which were partly offset by the continued impact of a lack of deal flow in the Market Activity division. Carried interest earned by Sanlam Private Equity on the exit of investments also provided support to the cluster's results. This was, however, offset by property development losses at Sanlam Properties, where the tough economic conditions continue to impact severely on the residential property market and required a provision against the realisable value of its property developments.
- Santam's excellent underwriting margins continued in the latter half of the year. Underwriting profit increased by 157% following the improved claims experience. Interest earned on working capital is 6% lower than the comparable period in 2009, the combined result of higher float balances, offset by lower shortterm interest rates

### Normalised headline earnings

Normalised headline earnings of R5,1 billion are 15% higher than in 2009. Normalised headline earnings exclude the IFRS accounting impact of investments in Sanlam shares and Group subsidiaries held by the policyholders' fund. Including the effect of fund transfers recognised in terms of IFRS in respect of these shares, headline earnings per share increased by 16%.

### Business volumes

### New business flows

New business volumes for the Group increased by 3% to R106 billion (up 3% to R100 billion excluding white label business). The growth is supported by a 6% increase in short-term insurance business, with new life and investment business sales increasing by 3%. Net fund inflows reflect a very pleasing 42% growth.

### Business volumes for the year ended 31 December 2010

2000				
2009	Δ	2010	2009	Δ
30 972	3%	5 629	7 048	-20%
2 702	18%	2 726	1 229	122%
2 140	43%	699	(199)	-
48 030	-	7 514	3 301	128%
12 896	6%	4 900	3 796	29%
96 740	3%	21 468	15 175	41%
6 188	-10%	558	324	72%
102 928	3%	22 026	15 499	42%
	2 702 2 140 48 030 12 896 96 740 6 188	30 972 3% 2 702 18% 2 140 43% 48 030 - 12 896 6% 96 740 3% 6 188 -10%	30 972       3%       5 629         2 702       18%       2 726         2 140       43%       699         48 030       -       7 514         12 896       6%       4 900         96 740       3%       21 468         6 188       -10%       558	30 972       3%       5 629       7 048         2 702       18%       2 726       1 229         2 140       43%       699       (199)         48 030       -       7 514       3 301         12 896       6%       4 900       3 796         96 740       3%       21 468       15 175         6 188       -10%       558       324

- Growth in Sanlam Personal Finance's new business volumes was dampened by low demand for single premium savings solutions in South Africa as well as slightly lower new business sales in Namibia. The low interest rate environment in South Africa eroded the attractiveness of guaranteed plan and single premium annuity products in particular. Recurring premium risk business remained attractive and increased by 9%. A welcome development is higher demand for recurring premium savings products, particularly retirement annuities that increased by 12%. Unit trust sales in Namibia performed well to be broadly in line with the high base of 2009. In the context of the challenging environment, Sanlam Personal Finance's overall 3% growth in new business volumes represent a satisfactory performance. Net fund flows remained strong, despite the lack of growth in single premiums, aided by improved persistency levels.
- Sanlam Developing Markets recorded a strong 18% growth in new business volumes. Excluding roll-overs of discontinued South African single premium business, new business sales increased by an exemplary 24%. South African recurring premium new business sales increased by 8%. Growth in South Africa was deliberately slowed down as part of a renewed focus on writing high quality business. All of the other African operations recorded growth in excess of 20%, with strong bancassurance, group life and credit life volumes contributing to an overall 31% growth in Rest of Africa new business, after allowing for the negative impact of the stronger rand exchange rate. Despite a challenging regulatory environment in India, Shriram Life Insurance continued its growth trend. Net fund flows benefited from the strong new business volumes and more than doubled on 2009.
- Although the UK economic conditions improved somewhat during 2010, trading conditions remained challenging with retail investors remaining cautious. Much improved investment market performance, however, provided some support. Despite these trading conditions, Sanlam UK recorded 43% growth in new business sales, with the largest contribution from Principal. In sterling terms, new business sales increased by a particularly satisfactory 65%.
- The Institutional cluster recorded flat new inflows but a more than doubling in net fund inflows. The group life market proved particularly challenging for Sanlam Employee Benefits, especially after a very strong second half performance in 2009, and it reported a 31% decrease in new business. Both single and recurring premium business lagged 2009. New investment mandates increased by 1%. Sanlam Multi Manager and the international businesses recorded growth in excess of 50%. This was, however, offset by a decline at Sanlam Private Investments from the high base in 2009, continued low demand for moneymarket business at Sanlam Collective Investments and lower new RSA segregated flows.
- The Group's Short-term operations (including Santam, MiWay and Shriram General Insurance) recorded a 6% increase in net earned premiums. Growth conditions remained tough in 2010, with the competitive environment depressing premium rates.

# Comments on the Results continued

#### Value of new covered business

The Group's strategic focus on profitable earnings growth is evident in our ability to retain new business margins, despite pressure on new life business volumes in particularly the middle-income market in South Africa. The value of new life business (VNB) written during 2010 increased by 11% on 2009 to reach R762 million. After minorities, VNB increased by 10% to R666 million.

### Value of new covered business for the year ended 31 December 2010

R million	2010	2009	Δ
Value of new covered business	762	689	11%
Sanlam Personal Finance	386	320	21%
Sanlam Developing Markets	345	290	19%
Sanlam UK	11	14	-21%
Sanlam Employee Benefits	20	65	-69%
Net of minorities	666	607	10%
Present value of new business premiums	27 334	26 365	4%
Sanlam Personal Finance	17 555	16 573	6%
Sanlam Developing Markets	6 584	5 711	15%
Sanlam UK	996	951	5%
Sanlam Employee Benefits	2 199	3 130	-30%
Net of minorities	25 891	25 102	3%
New covered business margin	2,79%	2,61%	
Sanlam Personal Finance	2,20%	1,93%	
Sanlam Developing Markets	5,24%	5,08%	
Sanlam UK	1,10%	1,47%	
Sanlam Employee Benefits	0,91%	2,08%	
Net of minorities	2,57%	2,42%	

### Solvency

All of the life insurance businesses within the Group were sufficiently capitalised at the end of the 2010 financial year. The total admissible regulatory capital (including identified discretionary capital) of Sanlam Life Insurance Limited, the holding company of the Group's major life insurance subsidiaries, of R25,3 billion covered its capital adequacy requirements (CAR) 3,4 times. No policyholder portfolio had a negative bonus stabilisation reserve at the end of 2010.

#### Dividend

Sustainable growth in dividend payments is an important consideration for the Board in determining the dividend for the year. The Board uses cash operating earnings as a guideline in setting the level of the dividend, subject to the Group's liquidity and solvency requirements. The operational performance of the Group in the 2010 financial year enabled the Board to increase the dividend per share by 11% to 115 cents. This will maintain a cash operating earnings cover of approximately 1,1 times.

Shareholders are advised that the final cash dividend of 115 cents for the year ended 31 December 2010 is payable on Tuesday, 10 May 2011 to ordinary shareholders recorded in the register of Sanlam at the close of business on Friday, 29 April 2011. The last date to trade to qualify for this dividend will be Tuesday, 19 April 2011, and Sanlam shares will trade ex-dividend from Wednesday, 20 April 2011.

Dividend payment by way of electronic bank transfers will be effected on Tuesday, 10 May 2011. The mailing of cheque payments in respect of dividends due to those shareholders who have not elected to receive electronic dividend payments will commence on or as soon as practically possible after this date.

Share certificates may not be dematerialised or rematerialised between Wednesday, 20 April 2011 and Friday, 29 April 2011, both days inclusive.

Desmond Smith

Chairman

Sanlam Limited

Cape Town

9 March 2011

Johan van Zyl

Group Chief Executive



### Accounting policies and basis of presentation

The accounting policies adopted for purposes of the financial statements comply with International Financial Reporting Standards (IFRS), specifically IAS 34 on interim financial reporting, the AC 500 Standards as issued by the Accounting Practices Board or its successor, and with applicable legislation. The condensed financial statements are presented in terms of IAS 34, with additional disclosure where applicable, using accounting policies consistent with those applied in the 2009 financial statements, apart from the changes indicated below. The policy liabilities and profit entitlement rules are determined in accordance with prevailing legislation, generally accepted actuarial practice and the stipulations contained in the demutualisation proposal. There have been no material changes in the financial soundness. valuation basis since 31 December 2009, apart from changes in the economic assumptions and change in accounting policy for Channel Life's insurance contracts, as set out below.

The basis of preparation and presentation of the shareholders' information is also consistent with that applied in the 2009 financial statements, apart from the following change in segmental reporting:

The Investment Management and Capital Markets segments were restructured. Sanlam Private Equity, Sanlam Properties (excluding the property management operations that were reallocated to the corporate segment) and Sanlam Structured Solutions were reallocated from Sanlam Investments and combined with Sanlam Capital Markets to form the new Capital Management segment. Comparative information has been restated accordingly. The impact on the applicable segments' results was immaterial.

### Application of new and revised IFRSs and interpretations

The following new or revised IFRSs and interpretations are applied in the Group's 2010 financial year:

 IAS 27 Amended Consolidated and Separate Financial Statements

- IAS 39 Amended Financial Instruments: Recognition and Measurement - Eligible Hedged Items
- IFRS 3 Revised Business Combinations
- IFRIC 17 Distribution of Non-cash Assets to Owners
- IFRIC 18 Transfers of Assets from Customers
- April 2009 Improvements to IFRS
- Amendments to IFRS 2: Group Cash-settled Share-based Payment Transactions
- AC 504: IAS 19 The Limit on a Defined Benefit Asset, Minimum Funding Requirements and their Interaction in a South African Pension Fund Environment

The application of these standards and interpretations did not have a significant impact on the Group's financial position, reported results and cash flows.

The following new or revised IFRSs and interpretations have effective dates applicable to future financial years and have not been early adopted:

- Amendment to IAS 32 Classification of Rights Issues (effective 1 February 2010)
- IAS 24 revised Related Party Disclosures (effective 1 January 2011)
- IFRS 9 Financial Instruments (effective 1 January 2013)
- IFRIC 19 Extinguishing Financial Liabilities with Equity Instruments (effective 1 July 2010)
- Amendments to IFRIC 14 Prepayments of a Minimum Funding Requirement (effective 1 January 2011)
- May 2010 Improvements to IFRS (mostly effective 1 January 2011)

The application of these revised standards and interpretations in future financial reporting periods is not expected to have a significant impact on the Group's reported results, financial position and cash flows.

### Accounting policies and basis of presentation continued

### Change in accounting policies

Sanlam Sky Solutions and Channel Life were integrated into a single business unit after the acquisition of the minority shareholder interest in Channel Life during 2009. As part of the integration, Channel Life's accounting policies for insurance contracts have been aligned with that of the Sanlam Group by eliminating negative rand reserves held as part of its insurance contract policy liabilities. The alignment of the accounting policies results in a more consistent presentation of the Sanlam Group results.

#### External Audit

The Group financial statements have been extracted from the Group's 2010 audited annual financial statements, which have been audited by Ernst & Young Inc. and their unqualified audit opinion is available for inspection at the company's registered office. The Shareholders' information has also been subject to external audit by Ernst & Young Inc. and the unqualified audit opinion is available for inspection at the registered office of Sanlam Limited.

### Shareholders' Information

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# Group Equity Value

R million	Note	Total	2010 Fair value of assets	Value of in-force	Total	Restated 2009 Fair value of assets	Value of in-force
Sanlam Personal Finance		23 542	10 198	13 344	21 496	9 710	11 786
Covered business <sup>(1)</sup> Glacier Sanlam Personal Loans		21 488 965 365	8 144 965 365	13 344 — —	19 884 762 133	8 098 762 133	11 786 — —
Multi-Data Sanlam Trust Sanlam Home Loans Anglo African Finance		149 185 — 50	149 185 — 50		166 160 120 42	166 160 120 42	- - -
Sanlam Healthcare Management Sanlam Namibia Holdings		235 105	235 105		130	130 99	_ _ _
Sanlam Developing Markets		4 356	1 508	2 848	3 741	1 625	2 116
Covered business <sup>(1)</sup> Sanlam Developing Markets:		3 952	1104	2 848	3 479	1 363	2 116
other operations		1 570	1 117	426	1 400	262	440
Sanlam UK		1 539	1 113	426	1 498	1 050	448
Covered business <sup>(1)</sup> Principal Buckles		638 318 42	212 318 42	426 — —	665 283 38	217 283 38	448 — —
Punter Southall Group Other UK operations Preference shares, interest- bearing instruments and othe	er	227 140 174	227 140 174		259 7 246	259 7 246	- - -
Institutional cluster		12 492	12 098	394	11 937	11 546	391
Covered business <sup>(1)</sup> Sanlam Investments Coris Administration and Infinit Capital Management		4 967 6 569 25 931	4 573 6 569 25 931	394 - -	4 960 5 993 — 984	4 569 5 993 — 984	391 _ _ _
Short-term insurance		8 529	8 529	_	7 149	7 149	_
MiWay Shriram General Insurance Santam		143 8 386	143 8 386	_ _ _	127 115 6 907	127 115 6 907	_ _ _
Group operations Capital diversification Discretionary capital Balanced portfolio - other		50 458 — 4 000 4 157	33 446 — 4 000 4 157	17 012 — — —	45 821 (700) 3 500 3 595	31 080 (700) 3 500 3 595	14 741 — —
Group Equity Value before adjustments to net worth Net worth adjustments		58 615 (1 254)	41 603 (1 254)	17 O12 —	52 216 (1 192)	37 475 (1 192)	14 741 —
Present value of holding company expenses Fair value of outstanding equity compensation shares granted by subsidiaries on own shares	18	(1 232)	(1 232)	_	(1 165)	(1 165)	_
				17.010			14 741
Group Equity Value  Value per share (cents)	17	57 361 2 818	1 982	17 012 836	51 024 2 473	36 283 1 759	14 741 715
value per strate (Certis)	17	2 010	1 302	030	2 4/3	1 / 33	/ 13

R million	Note	Total	2010 Fair value of assets	Value of in-force	Total	Restated 2009 Fair value of assets	Value of in-force
Analysis per type of business							
Covered business <sup>(1)</sup>		31 045	14 033	17 012	28 988	14 247	14 741
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Institutional cluster		21 488 3 952 638 4 967	8 144 1 104 212 4 573	13 344 2 848 426 394	19 884 3 479 665 4 960	8 098 1 363 217 4 569	11 786 2 116 448 391
Other Group operations Discretionary and other capital	16	19 413 6 903	19 413 6 903	_	16 833 5 203	16 833 5 203	_ _
Group Equity Value		57 361	40 349	17 012	51 024	36 283	14 741
Analysis of covered business Sanlam Personal Finance		21 488	8 144	13 344	19 884	8 098	11 786
Allocated capital Utilisation of capital diversification		21 488	8 144	13 344	19 436 448	7 650 448	11 786 —
Sanlam Developing Markets		3 952	1 104	2 848	3 479	1 363	2 116
Allocated capital Utilisation of capital		3 952	1 104	2 848	3 479	1 363	2 116
diversification		_	_	_	_	_	_
Sanlam UK		638	212	426	665	217	448
Allocated capital Utilisation of capital diversification		638 —	212 —	426 —	665 —	217	448
Institutional cluster		4 967	4 573	394	4 960	4 569	391
Allocated capital Utilisation of capital		4 967	4 573	394	4 708	4 317	391
diversification		_	_	_	252	252	
Covered business		31 045	14 033	17 012	28 988	14 247	14 741
Allocated capital Utilisation of capital		31 045	14 033	17 012	28 288	13 547	14 741
diversification		_	_	_	700	700	

<sup>(1)</sup> Refer embedded value of covered business on page 61.

# Change in Group Equity Value

R million	2010	2009
Earnings from covered business <sup>(1)</sup> Earnings from other Group operations Operations valued based on ratio of price to assets under management	5 057 4 100 1 136	4 421 3 802 1 381
Assumption changes Change in assets under management Earnings for the year and changes in capital requirements Foreign currency translation differences and other	137 622 564 (187)	177 807 732 (335)
Operations valued based on discounted cash flows  Expected return  Operating experience variances and other  Assumption changes  Foreign currency translation differences	782 301 34 521 (74)	306 (32) (174) (57)
Operations valued at net asset value - earnings for the year Listed operations - investment return Earnings from discretionary and other capital	56 2 126 165	143 2 235 (774)
Investment return Intangible assets less value of in-force (VIF) acquired Treasury shares and other Change in adjustments to net worth	400 (20) (153) (62)	(334) (87) (244) (109)
Group Equity Value earnings Dividends paid Shares cancelled Cost of treasury shares acquired	9 322 (2 112) (1 234) 372	7 449 (1 978) (615) 930
Sanlam share buy back Transfer to shares cancelled Share incentive scheme and other	(887) 1 234 25	— 615 315
Change in accounting policy Group Equity Value at beginning of the year	(11) 51 024	- 45 238
Group Equity Value at end of the year	57 361	51 024

<sup>(1)</sup> Refer embedded value of covered business on page 61.

## Return on Group Equity Value

	2010	)	Restat 2009	
	Earnings R million	Return %	Earnings R million	Return %
Sanlam Personal Finance	4 525	21,1	3 003	14,3
Covered business <sup>(1)</sup> Other operations	3 782 743	19,0 46,1	2 815 188	14,4 13,2
Sanlam Developing Markets	774	21,0	569	19,2
Covered business <sup>(1)</sup> Other operations	676 98	19,7 37,4	467 102	16,7 63,8
Sanlam UK	41	2,7	(89)	(5,8)
Covered business <sup>(1)</sup> Other operations	(7) 48	(1,1) 5,8	(14) (75)	(2,1) (8,9)
Institutional cluster	1 761	14,8	2 607	22,6
Covered business <sup>(1)</sup>	606	12,2	1 153	20,8
Sanlam Investments	1 023	17,1	1 165	23,2
Coris Administration and Infinit Capital Management	23 109	 11,1	(70) 359	(129,6) 38,4
Short-term insurance Discretionary and other capital	2 056 165	28,8	2 133 (774)	40,5
Balance of portfolio	400		(334)	
Intangible assets less value of in-force acquired	(20)		(87)	
Treasury shares Change in net worth adjustments	(153) (62)		(244) (109)	
Return on Group Equity Value	9 322	18,3	7 449	16,5
Return on Group Equity Value per share		18,2		16,2

<sup>(1)</sup> Refer embedded value of covered business on page 61.

## Return on Group Equity Value

R million	2010	2009
Reconciliation of return on Group Equity Value: The return on Group Equity Value reconciles as follows to normalised attributable earnings: Normalised attributable earnings per shareholders' fund income statement on page 34 Earnings recognised directly in equity	5 544 160	4 444 120
Dilution from Santam treasury share transactions Share-based payments	(31) 191	(19) 139
Net foreign currency translation gains recognised in other comprehensive income Movement in fair value adjustment - shareholders' fund at fair value Movement in adjustments to net worth	(408) 2 165 (17)	(309) 2 442 (139)
Present value of holding company expenses Fair value of outstanding equity compensation shares granted by subsidiaries on own shares Change in goodwill and value of business acquired adjustments less value of in-force acquired	(67) 5 45	(113) 4 (30)
Treasury shares and other	(152)	(244)
Change in accounting policies recognised on 1 January 2010 for GEV purposes	-	9
Growth from covered business: value of in-force <sup>(1)</sup>	2 030	1 126
Return on Group Equity Value	9 322	7 449

<sup>(1)</sup> Refer embedded value of covered business on page 61.

# Adjusted return on Group Equity Value

			Restat	ed
	2010	O	2009	)
	Earnings R million	Return %	Earnings R million	Return %
Sanlam Personal Finance	3 826	17,8	2 579	12,3
Covered business Other operations	3 083 743	15,5 46,1	2 391 188	12,2 13,2
Sanlam Developing Markets	770	20,9	722	24,4
Covered business Other operations	730 40	21,3 15,3	705 17	25,2 10,6
Sanlam UK	107	7,1	(37)	(2,4)
Covered business Other operations	65 42	9,8 5,0	93 (130)	13,7 (15,3)
Institutional cluster	1 753	14,7	2 327	20,1
Covered business Other operations	578 1 175	11,7 16,8	939 1 388	16,9 22,8
Short-term insurance Discretionary and other capital	1 614 182	22,6	545 (96)	10,3
Adjusted return on Group Equity Value	8 252	16,2	6 040	13,4
Adjusted return on Group Equity Value per share		16,0		13,1

## Group Equity Value sensitivity analysis

at 31 December 2010

Given the Group's exposure to financial instruments, market risk has a significant impact on the value of the Group's operations as measured by Group Equity Value. The sensitivity of Group Equity Value to market risk is presented in the table below and comprises of the following two main components:

- Impact on net result from financial services (profitability): A large portion of the Group's fee income is linked to the level of assets under management. A change in the market value of investments managed by the Group on behalf of policyholders and third parties will commensurately have a direct impact on the Group's net result from financial services. The present value of this impact is reflected in the table below as the change in the value of in-force and the fair value of other operations.
- Impact on capital: The Group's capital base is invested in financial instruments and any change in the
  valuation of these instruments will have a commensurate impact on the value of the Group's capital. This
  impact is reflected in the table below as the change in the fair value of the covered business' adjusted net
  worth as well as the fair value of discretionary and other capital.

The following scenarios are presented:

- Equity markets and property values decrease by 10%, without a corresponding change in dividend and rental
  yields.
- Investment return and inflation decrease by 1%, coupled with a 1% decrease in risk discount rates, and with bonus rates changing commensurately.
- The rand depreciates by 10% against all currencies, apart from the Namibian dollar.

The Group's covered business is also exposed to non-market risks, which includes expense, persistency, mortality and morbidity risk. The sensitivity of the value of in-force business, and commensurately Group Equity Value, to these risks is presented in note 1 on page 64.

# Group Equity Value sensitivity analysis continued

2010 R million	Base value	Equities and properties -10%	Interest rates -1%	Rand exchange rate depreciation +10%
Covered business	31 045	29 804	31 563	31 272
Adjusted net worth Value of in-force	14 033 17 012	13 561 16 243	14 039 17 524	14 160 17 112
Other group operations	19 413	18 178	19 782	19 599
Valued at net asset value Listed Other	1 120 8 790 9 503	1 120 7 911 9 147	1 120 8 790 9 872	1 120 8 790 9 689
Group operations Discretionary and other capital	50 458 8 157	47 982 7 972	51 345 8 169	50 871 8 252
Group Equity Value before adjustments to net worth Net worth adjustments	58 615 (1 254)	55 954 (1 252)	59 514 (1 254)	59 123 (1 254)
Present value of holding company expenses Fair value of outstanding equity compensation shares granted by	(1 232)	(1 232)	(1232)	(1 232)
subsidiaries on own shares	(22)	(20)	(22)	(22)
Group Equity Value	57 361	54 702	58 260	57 869
2009 Restated				
Covered business	28 988	28 279	29 531	29 082
Adjusted net worth Value of in-force	14 247 14 741	14 247 14 032	14 247 15 284	14 247 14 835
Other group operations	16 833	15 835	17 104	17 070
Valued at net asset value Listed Other	1 322 7 169 8 342	1 322 6 452 8 061	1 322 7 169 8 613	1 322 7 169 8 579
Group operations Capital diversification Discretionary and other capital	45 821 (700) 7 095	44 114 (1 274) 6 928	46 635 (693) 7 131	46 152 (537) 7 225
Group Equity Value before adjustments to net worth Net worth adjustments	52 216 (1 192)	49 768 (1 189)	53 073 (1 192)	52 840 (1 192)
Present value of holding company expenses Fair value of outstanding equity compensation shares granted by	(1 165)	(1 165)	(1 165)	(1 165)
subsidiaries on own shares	(27)	(24)	(27)	(27)
Group Equity Value	51 024	48 579	51 881	51 648

### Shareholders' fund at fair value

R million	Note	Fair value	2010 Fair value adjust- ment	Net asset value	Fair value	Restated 2009 Fair value adjust- ment	Net asset value
Covered business, discretionary and							
other capital		23 623 222	217	23 406 222	22 103 194	119	21 984 194
Property and equipment Owner-occupied properties		493	_	493	614	_	614
Goodwill <sup>(2)</sup>		497	_	497	497	_	497
Value of business acquired <sup>(2)</sup> Other intangible assets		716 39	_	716 39	753 45	_	753 45
Deferred acquisition costs		1 528	_	1 528	1 390	_	1 390
Investments		19 992	217	19 775	19 656	119	19 537
Equities and similar securities		7 947	112	7 835	8 051	112	7 939
Associated companies  Joint ventures - Shriram Life Insurance		1 168 257	105	1 063 257	369 247	7 —	362 247
Public sector stocks and loans		17	_	17	199	_	199
Investment properties Other interest-bearing and preference		993	_	993	744	_	744
share investments		9 610	_	9 610	10 046	_	10 046
Net term finance		_	_	_	_	_	_
Term finance Assets held in respect of term finance		(5 577) 5 577		(5 577) 5 577	(5 397) 5 397	_ _	(5 397) 5 397
Net deferred tax		284	_	284	61	_	61
Net working capital Minority shareholders' interest		520 ( 668)	_	520 (668)	( 344) ( 763)	_	(344) (763)
Other Group operations	16	19 413	10 489	8 924	16 833	8 422	8 411
Sanlam Investments		6 569	4 977	1 592	5 993	4 510	1 483
SIM Wholesale		4 247	3 515	732	3 696	3 215	481
International Sanlam Collective Investments		1 810 512	1 024 438	786 74	1 909 388	989 306	920 82
Sanlam Personal Finance		2 054	1 365	689	1 612	926	686
Glacier		965	685	280	762	442	320
Sanlam Personal Loans <sup>(3)</sup>		365	104	261	133	_	133
Multi-Data Sanlam Trust		149 185	130 166	19 19	166 160	144 141	22 19
Sanlam Home Loans		_	_	_	120	_	120
Anglo African Finance		50	33	17	42	24	18
Sanlam Healthcare Management Sanlam Namibia Holdings		235 105	157 90	78 15	130 99	99 76	31 23
Sanlam UK		901	34	867	833	9	824
Principal		318	17	301	283	_	283
Buckles		42	(8)	50	38	1	37
Punter Southall Group Other UK operations		227 140	(43) 68	270 72	259 7	1 7	258 —
Preference shares, interest-bearing		110	00	, _	,	,	
instruments and other		174		174	246	_	246
Sanlam Developing Markets: other operations		404	94	310	262	87	175
Coris Administration and Infinit		25	15	10	_	_	_
Capital Management		931	83	848	984	153 106	831
MiWay Shriram General Insurance		143	_	143	127 115	106 —	21 115
Santam		8 386	5 168	3 218	6 907	3 878	3 029
Goodwill held on Group level in respect of the above businesses		_	(1 247)	1 247	_	(1 247)	1 247
Shareholders' fund at fair value		43 036	10 706	32 330	38 936	8 541	30 395
Value per share (cents)	17	2 114	526	1 588	1 888	414	1 474
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1							** *

R million	Total	2010 Fair value of assets	Value of in-force	Total	Restated 2009 Fair value of assets	Value of in-force
Reconciliation to Group Equity Value Group Equity Value before adjustments to net worth	58 615	41 603	17 012	52 216	37 475	14 741
Add: Goodwill and value of business acquired replaced by value of in-force	1 433	1 433	_	1 461	1 461	
Merchant Investors Sanlam Developing Markets Shriram Life Insurance <sup>(4)</sup> Other	356 849 210 18	356 849 210 18	- - -	356 903 190 12	356 903 190 12	- - - -
Less: Value of in-force	(17 012)	_	(17 012)	(14 741)	_	(14 741)
Shareholders' fund at fair value	43 036	43 036	_	38 936	38 936	_

<sup>(1)</sup> Group businesses listed above are not consolidated, but reflected as investments at fair value.

<sup>(2)</sup> The value of business acquired and goodwill relate mainly to the consolidation of Sanlam Sky Solutions, Channel Life and Merchant Investors and are excluded in the build-up of the Group Equity Value, as the current value of in-force business for these life insurance  $companies \ are \ included \ in \ the \ embedded \ value \ of \ covered \ business.$ 

<sup>(3)</sup> The life insurance component of Sanlam Personal Loans' operations is included in the value of in-force business and therefore excluded from the Sanlam Personal Loans fair value.

<sup>(4)</sup> The carrying value of Shriram Life Insurance includes goodwill of R210 million (2009: R190 million) that is excluded in the build-up of the Group Equity Value, as the current value of in-force business for Shriram Life Insurance is included in the embedded value of covered business.

### Shareholders' fund at net asset value

		Sanlam Developing Sanlam Life <sup>(1)</sup> Markets <sup>(2)</sup> Sanla					m UK	
R million	Note	2010	2009	2010	2009	2010	2009	
Property and equipment Owner-occupied properties		235 460	181 460	83 63	61 63	4	5 —	
Goodwill		195	143	154	108	386	391	
Other intangible assets Value of business acquired		- 41	— 17	39 715	45 756	<del>-</del> 314	_ 294	
Deferred acquisition costs Investments	5	1 665 23 367	1 508 22 372	– 2 474	1 2 511	– 671	— 714	
Properties Associated companies Joint ventures		1 012 — 261	733 — 254	103 682 257	122 424 247	_ 270 _	258	
Equities and similar securities Public sector stocks and loans		10 611 634	10 339 1 072	298 112	237 121	73 —	2 —	
Debentures, preference shares and other loans Cash, deposits and similar securities		3 526 7 323	4 235 5 739	219 803	538 822	262 66	236 218	
Net deferred tax		134	(48)	97	(5)	1	1	
Deferred tax asset Deferred tax liability		317 (183)	70 (118)	125 (28)	30 (35)	1 _	1 —	
Net short-term insurance technical provisions	6	_	_	_	_	_	_	
Short-term insurance technical assets Short-term insurance technical provisions			_ _	_ _	_ _	_	_ _	
Net working capital (liabilities)/assets		(1 058)	(119)	(207)	205	68	25	
Trade and other receivables Cash, deposits and similar securities Trade and other payables Provisions Taxation	7 8	2 220 3 149 (5 042) (476) (909)	3 733 3 155 (4 802) (725) (1 480)	389 640 (1 187) (15) (34)	761 572 (1 038) (55) (35)	128 144 (160) (41) (3)	123 135 (160) (63) (10)	
Term finance Cell owners' interest Minority shareholders' interest		(3 676) — (181)	(4 312) - (141)	_ _ (565)	- - (654)	(8) - (1)	(27) - (4)	
Shareholders' fund at net asset value	_	21 182	20 061	2 853	3 091	1 435	1 399	
Analysis of shareholders' fund Covered business Other operations Discretionary and other capital		12 717 699 7 766	12 667 686 6 708	1 104 310 1 439	1 363 175 1 553	212 867 356	217 824 358	
Shareholders' fund at net asset value Change in accounting policies recognised on 1 January 2010 for GEV purposes Consolidation reserve		21 182 _ _	20 061 _ _	2 853 _ _	3 091 (248) –	1 435 — —	1 399 _ _	
Shareholders' fund per Group balance sheet on page 70		21 182	20 061	2 853	2 843	1 435	1 399	

<sup>(1)</sup> Includes the operations of Sanlam Personal Finance and Sanlam Employee Benefits as well as discretionary capital held by Sanlam Life. Equities and similar securities include an investment of R2 462 million (2009: R2 559 million) in Sanlam shares, which is eliminated in the consolidation column.

 $<sup>^{\</sup>scriptscriptstyle{(2)}}$  Includes discretionary capital held by Sanlam Developing Markets.

<sup>(3)</sup> Corporate and other includes the assets of Genbel Securities and Sanlam Limited Corporate on a consolidated basis.

<sup>(4)</sup> The investment in treasury shares is reversed within the consolidation column. Intercompany balances, other investments and term finance between companies within the Group are also eliminated.

<sup>(5)</sup> Comparative information for Sanlam Developing Markets, Short-term Insurance, Sanlam Investments and Capital Management were

Short- Insur		San Investi		Cap Manag		Corpora Oth		Consol Entri		То	tal
2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	Restated 2009
122 2 963 —	98 1 616 —	22 37 252 —	22 36 304 —	4 - -	7 1 1 —	_ _ 1 247 _	_ _ 1 247 _	(30) - -	1 91 —	470 532 3 197 39	375 652 2 810 45
117 — 7 453	- - 7 495	134 — 775	150 — 891	- - 461	- - 415	- - 3 972	- - 3 364	(1) 1 (5 089)	(7) - (4 575)	1 320 1 666 34 084	1 210 1 509 33 187
211 143 3 506 927 1 627 1 039	- 192 115 2 931 741 1 196 2 320	51 76 46 430 — 127 45	87 86 167 208 1 312 30	221 96 4 — — 140	186 52 58 — — 119	- 622 - 1 455 - 1 639 256	112 — 1 058 — 1 519 675	(122) 15 — (3 895) 1 (1 088)	(111) — (1) (3 351) — (1 112)	1 265 1 972 711 12 478 1 674 6 452 9 532	1 017 1 124 840 11 424 1 935 7 043 9 804
(18)	32	(11)	15	7	37	122	137	25	_	357	169
251 (269)	163 (131)	23 (34)	28 (13)	60 (53)	67 (30)	137 (15)	156 (19)	17 8	_	931 (574)	515 (346)
(6 385)	(6 240)	_	_	_	_	_	_	_	_	(6 385)	(6 240)
1 560 (7 945)	2 064 (8 304)	_	_ _		_ _		_ _		_ _	1 560 (7 945)	2 064 (8 304)
4 874	4 668	771	762	463	1 010	(2 121)	(1 046)	3 703	502	6 493	6 007
1 773 5 231 (1 806) (36) (288)	2 255 4 639 (1 780) (32) (414)	1 074 569 (843) — (29)	1 040 690 (898) (3) (67)	18 841 1 788 (20 162) — (4)	16 525 1 591 (17 100) — (6)	8 584 1 634 (12 277) (49) (13)	8 332 1 198 (10 057) (518) (1)	(10 998) (976) 15 677 —	(13 197) — 13 699 —	22 011 12 179 (25 800) (617) (1 280)	19 572 11 980 (22 136) (1 396) (2 013)
(925) (577) (2 265)	(839) (535) (2 131)	(31) - (216)	(25) - (214)	(87) - -	(626) — —	(2 106) - -	(1 093) — (1)	575 — 620	649 — 624	(6 258) (577) (2 608)	(6 273) (535) (2 521)
3 361	3 165	1 733	1 941	848	845	1 114	2 608	(196)	(2 715)	32 330	30 395
_ 3 361 _	– 3 165 –	– 1 592 141	– 1 863 78	– 848 –	– 845 –	– 1 247 (133)	– 1 247 1 361	_ _ (196)	_ _ (2 715)	14 033 8 924 9 373	14 247 8 805 7 343
3 361 — —	3 165 — —	1 733 — —	1 941 — —	848 _ _	845 _ _	1 114 — —	2 608 — —	(196) — (552)	(2 715) — (503)	32 330 — (552)	30 395 (248) (503)
3 361	3 165	1 733	1 941	848	845	1 114	2 608	(748)	(3 218)	31 778	29 644

### Shareholders' fund income statement

			Personal ince	Sanlam Developing Markets		Sanlam UK		
R million	Note	2010	2009	2010	2009	2010	2009	
Financial services income Sales remuneration	9	7 578 (1 309)	6 846 (1 133)	4 411 (1 107)	3 929 (1 060)	357 (48)	367 (57)	
Income after sales remuneration Underwriting policy benefits Administration costs	10	6 269 (1 525) (2 335)	5 713 (1 635) (2 047)	3 304 (1 780) (1 071)	2 869 (1 522) (984)	309 — (265)	310 — (275)	
Result from financial services before tax Tax on financial services income	11	2 409 (645)	2 031 (508)	453 (94)	363 (99)	44 —	35 (6)	
Result from financial services after tax Minority shareholders' interest		1 764 (49)	1 523 (25)	359 (141)	264 (101)	44 2	29 4	
Net result from financial services Net investment income	12	1 715 442	1 498 484	218 33	163 57	46 21	33 15	
Dividends received - Group companies Other investment income Tax on investment income Minority shareholders' interest	13 11	61 476 (95) —	110 483 (109)	- 59 (22) (4)	- 107 (27) (23)	- 26 (5) -	- 16 (1) -	
Core earnings Project expenses Amortisation of value of business acquired and other intangibles BEE transaction costs Net equity-accounted headline earnings		2 157 (24) (7) –	1 982 (27) (7) –	251 (22) (41) — 15	220 (1) (46) — 1	67 - (24) - -	48 - (22) - -	
Equity-accounted headline earnings Minority shareholders' interest		_	_ _	30 (15)	2 (1)		_ _	
Net investment surpluses		1 093	1 157	5	(18)	(1)	_	
Investment surpluses - Group companies Other investment surpluses Tax on investment surpluses Minority shareholders' interest	11	515 656 (78)	551 741 (135) —	- 14 (9) -	- (71) 21 32	— (1) — —	- - - -	
Secondary tax on companies - after minorities		65	(94)	(29)	_	_	_	
Normalised headline earnings Profit/(loss) on disposal of operations Net profit on disposal of associated companies		3 284 - -	3 O11 —	179 —	156 —	42 - -	26 - -	
Profit on disposal of associated companies Tax on profit on disposal of associated companies			_ _	_	_ _	_ _	_ _	
Impairments		51	(51)	_	_	69	33	
Normalised attributable earnings Fund transfers	14	3 335 —	2 960 —	179 —	156 —	111 —	59 —	
Attributable earnings per Group statement of comprehensive income		3 335	2 960	179	156	111	59	
Ratios Admin ratio <sup>(1)</sup> Operating margin <sup>(2)</sup> Diluted earnings per share Adjusted weighted average number of shares	15 (million)	37,2% 38,4%	35,8% 35,6%	32,4% 13,7%	34,3% 12,7%	85,8% 14,2%	88,7% 11,3%	
Net result from financial services (cents)  Core earnings (cents)	(111111011)	83,9	73,0	10,7	7,9	2,2	1,6	

<sup>(1)</sup> Administration costs as a percentage of income earned by the shareholders' fund less sales remuneration.

<sup>(2)</sup> Result from financial services before tax as a percentage of income earned by the shareholders' fund less sales remuneration.

<sup>(3)</sup> Comparative information for Sanlam Developing Markets, Sanlam Investments and Capital Management were restated.

2010   2009   2010   2009   2010   2009   2010   2009   2010   2009	Sanlam E Ben		Short Insur		San Invest		Capital Ma	anagement	Subtotal: busin	
(41) (41) (20 52) (1915) — — — — — (4 557) (4 206) 2 635 2 149 11 966 11 430 2 114 1 940 573 575 27170 24 986 (1818) (1653) (8 694) (9 100) — — — — — — — — — — — — — — (1817) (18 910) (679) (282) (1800) (1584) (1425) (1204) (319) (305) (7 794) (6 681) (6 681) (67) (60) (414) (257) (165) (181) (53) (50) (1438) (116) (171 154 1058 489 524 555 201 220 4121 3254 — — — — — — — — — — — — — — — — — — —	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
(1818) (1655) (8 694) (9 100)										
(67) (60) (414) (257) (165) (181) (53) (50) (1438) (1161)  171 154 1058 489 524 555 201 220 4 121 3 234 (483) (247) (35) (39) (706) (408)  171 154 575 242 489 516 201 220 3 415 2 826 177 252 73 116 9 4 755 928  61 110  222 325 133 252 28 9 944 1192 (45) (73) (1) (17) (9) (2) (177) (229) (59) (19) (10) (3) (73) (145)  348 406 648 358 498 520 201 220 4 170 3 754 (13) (6) (7) (92) (81) (8) (7) (8) (7) 48 39 1 1 64 41  84 69 2 2 116 73 (36) (30) (1) (1) (52) (32)  239 408 234 155 76 32 1646 1734  (36) (30) (1) (1) (52) (32)  239 408 234 155 76 32 1646 1734  (182) (100) (6) (7) (217) (259) (33) (91) (90) (45) (7) (217) (250) (33) (91) (90) (45) (7) (217) (250) (33) (91) (90) (45) (7) (217) (250) (34) (35) (35) (35) (35) (35) (35) (35) (35	(1 818)	(1 653)	(8 694)	(9 100)	_	_	_	_	(13 817)	(13 910)
(483) (247) (35) (39) (706) (408)  171										
177   252   73   116   9   4   -										
222   325   133   252   28   9   -										
(46) (28) (13) (6) (7) (92) (81) (8) (7) (8) (7) 48 39 1 1 64 41 84 69 2 2 116 73 (36) (30) (1) (1) (52) (32)  239 408 234 155 76 32 - 1646 1734 515 551 272 499 506 300 89 39 1536 1508 (33) (91) (90) (45) (7) (217) (250) (182) (100) (6) (7) (188) (75) (61) (23) 1 - (148) (75) (61) (23) 1 - (24) (117)  587 814 848 516 568 553 202 220 5710 5296 37 2 (2) 325 - 327 35 71 71 71 71	222 (45)	325 (73)	133 (1)	252 (17)	28 (9)	9 (2)	_	_ _	944 (177)	1 192 (229)
(8) (7) (8) (7) 48 39 1 1 1 64 41 84 69 2 2 116 73 (36) (30) (1) (1) (52) (32)  239 408 234 155 76 32 1646 1734 515 551 272 499 506 300 89 39 1556 1508 (33) (91) (90) (45) (7) (182) (100) (182) (100) (6) (7) (188) (75) (61) (23) 1 - (24) (117)  587 814 848 516 568 553 202 220 5710 5296 37 2 (2) 325 - 327 35 71 71 71 71 71  (2) (23) 3 (3) (124) (11) (3) (55)  585 791 922 550 446 540 527 220 6105 5276	348 _	406 —	648 —	358 —	498 —		201	220 —		
84 69 2 2 116 73 (36) (30) (1) (1) (52) (32)  239 408 234 155 76 32 1646 1734  515 551  272 499 506 300 89 39 1536 1508 (33) (91) (90) (45) (7) (217) (250)  (182) (100) (6) (7) (188) (75)  (61) (23) 1 - (24) (117)  587 814 848 516 568 553 202 220 5710 5296 37 2 (2) 325 - 327 35  71 71 71  71 71 71  (2) (23) 3 (3) (124) (11) (3) (55)  585 791 922 550 446 540 527 220 6105 5276  22,0% 13,1% 15,0% 13,9% 67,4% 62,1% 55,7% 53,0% 28,7% 26,7% 9,0% 10,0% 12,3% 6,5% 32,6% 37,9% 44,3% 47,0% 20,5% 17,6%	_ _ _	_	(8)	(7)	_	_	_	_	(8)	(7)
515 551 272 499 506 300 89 39 1536 1508 (33) (91) (90) (45) (77) (217) (250) (182) (100) (6) (7) (188) (75)  (61) (23) 1 - (24) (117)  587 814 848 516 568 553 202 220 5710 5 296 37 2 (2) 325 - 327 35  71 71 71 -  71 71 71 -  (2) (23) 3 (3) (124) (11) (3) (55)  585 791 922 550 446 540 527 220 6 105 5 276  585 791 922 550 446 540 527 220 6 105 5 276				69						
272       499       506       300       89       39       -       -       1536       1508         (33)       (91)       (90)       (45)       (7)       -       -       -       (217)       (250)         -       -       (182)       (100)       (6)       (7)       -       -       (188)       (75)         -       -       (61)       (23)       -       -       1       -       (24)       (117)         587       814       848       516       568       553       202       220       5710       5 296         -       -       -       71       -       -       -       71       -         -       -       71       -       -       -       -       71       -         -       -       71       -       -       -       -       71       -         -       -       71       -       -       -       -       71       -         -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -	239	408	234	155	76	32	_	_	1 646	1 734
587       814       848       516       568       553       202       220       5710       5 296         -       -       -       -       37       2       (2)       325       -       327       35         -       -       71       -       -       -       -       71       -         -       -       71       -       -       -       -       71       -         -       -       -       -       -       -       -       71       -         -       -       -       -       -       -       -       -       71       -         -	(33)	499 (91)	506 (90)	300 (45)	89 (7)	39 —	_	_ _	1 536 (217)	1 508 (250)
-       -       -       37       2       (2)       325       -       327       35         -       -       71       -       -       -       -       71       -         -       -       71       -       -       -       -       71       -         -       -       -       -       -       -       -       -       -         (2)       (23)       3       (3)       (124)       (11)       -       -       (3)       (55)         585       791       922       550       446       540       527       220       6 105       5 276         585       791       922       550       446       540       527       220       6 105       5 276         22,0%       13,1%       15,0%       13,9%       67,4%       62,1%       55,7%       53,0%       28,7%       26,7%         9,0%       10,0%       12,3%       6,5%       32,6%       37,9%       44,3%       47,0%       20,5%       17,6%	_	_	(61)	(23)	_	_	1	_	(24)	(117)
-       -       71       -       -       -       -       71       -         - <th>587 —</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>	587 —									
-       -	_	_	71	_	_	_	_	_	71	_
(2)       (23)       3       (3)       (124)       (11)       —       —       (3)       (55)         585       791       922       550       446       540       527       220       6 105       5 276         —       —       —       —       —       —       —       —       —         585       791       922       550       446       540       527       220       6 105       5 276         22,0%       13,1%       15,0%       13,9%       67,4%       62,1%       55,7%       53,0%       28,7%       26,7%         9,0%       10,0%       12,3%       6,5%       32,6%       37,9%       44,3%       47,0%       20,5%       17,6%	_		71 _		_			_	71	_
585     791     922     550     446     540     527     220     6 105     5 276       22,0%     13,1%     15,0%     13,9%     67,4%     62,1%     55,7%     53,0%     28,7%     26,7%       9,0%     10,0%     12,3%     6,5%     32,6%     37,9%     44,3%     47,0%     20,5%     17,6%	(2)		3				_	_	(3)	(55)
22,0%     13,1%     15,0%     13,9%     67,4%     62,1%     55,7%     53,0%     28,7%     26,7%       9,0%     10,0%     12,3%     6,5%     32,6%     37,9%     44,3%     47,0%     20,5%     17,6%	585 —		922 —		446 —				6 105 —	5 276 —
9,0% 10,0% 12,3% 6,5% 32,6% 37,9% 44,3% 47,0% 20,5% 17,6%	585	791	922	550	446	540	527	220	6 105	5 276
8,4     7,5     28,1     11,8     23,9     25,1     9,8     10,7     167,0     137,6							*			
	8,4	7,5	28,1	11,8	23,9	25,1	9,8	10,7	167,0	137,6

# Shareholders' fund income statement continued

- W		·	ting businesses	
R million	Note	2010	2009	
Financial services income Sales remuneration	9	31 727 (4 557)	29 192 (4 206)	
Income after sales remuneration Underwriting policy benefits Administration costs	10	27 170 (13 817) (7 794)	24 986 (13 910) (6 681)	
Result from financial services before tax  Tax on result from financial services	11	5 559 (1 438)	4 395 (1 161)	
Result from financial services after tax Minority shareholders' interest		4 121 (706)	3 234 (408)	
Net result from financial services Net investment income	12	3 415 755	2 826 928	
Dividends received - Group companies Other investment income Tax on investment income Minority shareholders' interest	13 11	61 944 (177) (73)	110 1 192 (229) (145)	
Core earnings Project expenses Amortisation of value of business acquired and other intangibles BEE transaction costs Net equity-accounted headline earnings		4 170 (46) (92) (8) 64	3 754 (28) (81) (7) 41	
Equity-accounted headline earnings Minority shareholders' interest		116 (52)	73 (32)	
Net investment surpluses		1 646	1 734	
Investment surpluses - Group companies Other investment surpluses Tax on investment surpluses Minority shareholders' interest	11	515 1 536 (217) (188)	551 1 508 (250) (75)	
Secondary tax on companies - after minorities	'	(24)	(117)	
Normalised headline earnings Profit on disposal of operations Net profit on disposal of associated companies		5 710 327 71	5 296 35 —	
Profit on disposal of associated companies Tax on profit on disposal of associated companies		71 —	_ _	
Impairments		(3)	(55)	
Normalised attributable earnings Fund transfers	14	6 105 —	5 276 —	
Attributable earnings per Group statement of comprehensive income		6 105	5 276	
Ratios Admin ratio Operating margin		28,7% 20,5%	26,7% 17,6%	
Diluted earnings per share  Adjusted weighted average number of shares (million)  Net result from financial services (cents)  Core earnings (cents)	15	167,0	137,6	

Corporate	and Other	Consolidat	ion entries	Tot	Total	
2010	2009	2010	2009	2010	2009	
112 —	87 —	_	_	31 839 (4 557)	29 279 (4 206)	
112	87 _		_ _	27 282 (13 817)	25 073 (13 910)	
(275)	(253)			(8 069) 5 396	(6 934) 4 229	
51	45	_	_	(1 387)	(1 116)	
(112) —	(121) —	_ _	_ _	4 009 (706)	3 113 (408)	
(112) 157	(121) 158	— (61)	_ (110)	3 303 851	2 705 976	
166 (9)	_ 176 (18) _	(61) - - -	(110) - - -	- 1 110 (186) (73)	- 1 368 (247) (145)	
45 (2) — —	37 - (3) -	(61) - - -	(110) - - -	4 154 (48) (92) (8)	3 681 (28) (84) (7)	
77	_	_	_	141	41	
77 —	_ _	_ _	_ _	193 (52)	73 (32)	
_	(151)	(515)	(551)	1 131	1 032	
_ _ _ _	(145) (6)	(515) - - -	(551) — — —	1 536 (217) (188)	1 363 (256) (75)	
(111)	(33)	_	_	(135)	(150)	
9 - 6	(150) — —	(576) — —	(661) — —	5 143 327 77	4 485 35 —	
6 —	_ _		_ _	77 —	_ _	
_	(21)	_	_	(3)	(76)	
15 —	(171) —	(576) (21)	(661) (56)	5 544 (21)	4 444 (56)	
15	(171)	(597)	(717)	5 523	4 388	
				29,6% 19,8%	27,7% 16,9%	
(5,5)	(5,9)	_	-	2 045,3 161,5 203,1	2 053,1 131,8 179,3	

for the year ended 31 December 2010

#### 1. ANALYSIS OF NEW BUSINESS AND TOTAL FUNDS RECEIVED

Analysed per business, reflecting the split between life and non-life business

	To	tal	Life Insu	urance <sup>(1)</sup>	Life Lic	ence <sup>(2)</sup>	Oth	er <sup>(3)</sup>
R million	2010	2009	2010	2009	2010	2009	2010	2009
Sanlam Personal Finance South Africa	32 042 22 991	30 972 21 790	12 172 11 454	11 857 11 032	_ _	_ _	19 870 11 537	19 115 10 758
Recurring Single Continuations	1 194 20 172 1 625	1 069 19 206 1 515	1 150 8 679 1 625	1 000 8 517 1 515	_ _ _	_ _ _	44 11 493 —	69 10 689 —
Africa	9 051	9 182	718	825	_	_	8 333	8 357
Recurring Single	110 8 941	101 9 081	110 608	101 724	_	_ _	- 8 333	– 8 357
Sanlam Developing Markets South Africa	3 187 1 388	2 702 1 363	3 187 1 388	2 702 1 363	_ _	_ _	_ _	_ _
Recurring Single	897 491	828 535	897 491	828 535	_	_ _		_ _
Africa	1 568	1 198	1 568	1 198	_	_	_	_
Recurring Single	430 1 138	391 807	430 1 138	391 807	_ _	_ _	_ _	_ _
Other international	231	141	231	141	_	_	_	
Recurring Single	118 113	108 33	118 113	108 33	_ _	_ _	_ _	_ _
Sanlam UK Other international	3 059 3 059	2 140 2 140	967 967	919 919	_	_ _	2 092 2 092	1 221 1 221
Recurring Single	15 3 044	11 2 129	15 952	11 908	_	_ _	2 092	- 1 221
Sanlam Employee Benefits South Africa	773 773	1 123 1 123	773 773	1 123 1 123	_	_ _	_	_ _
Recurring Single	199 574	284 839	199 574	284 839	_	_ _	_	_ _
Sanlam Investments Employee benefits	47 219 1 040	46 907 784	_ _	_ _	1 281 1 040	1 408 784	45 938 —	45 499 —
Recurring Single	_ 1 040	56 728	_	_ _	_ 1 040	56 728	_	_ _
Collective investment schemes	16 415	18 574	_	_	_	_	16 415	18 574
Retail funds Wholesale business	10 422 5 993	10 059 8 515	_ _	_ _	_	_ _	10 422 5 993	10 059 8 515
Segregated funds	24 411	23 741	_	_	_	_	24 411	23 741
Wholesale business Private Investments	16 347 8 064	14 972 8 769	_ _	_ _	_	_ _	16 347 8 064	14 972 8 769
Non-South African	5 353	3 808	_	_	241	624	5 112	3 184

#### 1. ANALYSIS OF NEW BUSINESS AND TOTAL FUNDS RECEIVED (continued)

	То	tal	Life Insu	urance(1)	Life Lic	ence <sup>(2)</sup>	Oth	er <sup>(3)</sup>
R million	2010	2009	2010	2009	2010	2009	2010	2009
Short-term insurance	13 667	12 896	_	_	_	_	13 667	12 896
New business excluding white label White label	99 947 5 579	96 740 6 188	17 099 —	16 601 —	1 281 —	1 408 —	81 567 5 579	78 731 6 188
Total new business	105 526	102 928	17 099	16 601	1 281	1 408	87 146	84 919
Recurring premiums on existing funds: Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Institutional cluster	10 138 3 105 407 4 104	9 764 2 683 498 3 148						
Sanlam Employee Benefits Sanlam Multi- Manager Sanlam Investments	2 568 874 662	2 115 342 691						
Total funds received	123 280	119 021						

<sup>(1)</sup> Life insurance business relates to business written under a life licence that is included in the calculation of embedded value of covered business.

<sup>(2)</sup> Life licence business relates to investment products provided by means of a life insurance policy where there is very little or no insurance risk. Life licence business is excluded from the calculation of embedded value of covered business.

<sup>(5)</sup> Fund flows have been re-allocated between Sanlam Investments International and Wholesale business persuant to the restructuring of the Octane group.

for the year ended 31 December 2010

## 1. ANALYSIS OF NEW BUSINESS AND TOTAL FUNDS RECEIVED (continued)

R million	2010	2009
Analysed per market Retail		
Life business	12 842	12 395
Sanlam Personal Finance Sanlam Developing Markets	11 454 1 388	11 032 1 363
Non-life business	30 023	29 586
Sanlam Personal Finance Sanlam Private Investments Sanlam Collective Investments	11 537 8 064 10 422	10 758 8 769 10 059
South African Non-South African	42 865 13 909	41 981 12 661
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK	9 051 1 799 3 059	9 182 1 339 2 140
Total retail	56 774	54 642
Institutional Group Life business	1 813	1 907
Sanlam Employee Benefits Investment Management	773 1 040	1 123 784
Non-life business	22 340	23 487
Segregated Sanlam Multi-Manager Sanlam Collective Investments	10 820 5 527 5 993	11 306 3 666 8 515
South African Investment Management Non-South African	24 153 5 353	25 394 3 808
Total institutional	29 506	29 202
White label Short-term insurance	5 579 13 667	6 188 12 896
Total new business	105 526	102 928

#### 2. ANALYSIS OF PAYMENTS TO CLIENTS

	То	tal	Life Insu	urance <sup>(1)</sup>	Life Lic	ence <sup>(2)</sup>	Oth	er <sup>(3)</sup>
R million	2010	2009	2010	2009	2010	2009	2010	2009
Sanlam Personal Finance South Africa	36 551 28 145	33 688 26 787	20 571 19 553	19 266 18 382	_	_ _	15 980 8 592	14 422 8 405
Surrenders Other	3 234 24 911	3 495 23 292	3 234 16 319	3 495 14 887	_	_ _	– 8 592	- 8 405
Africa	8 406	6 901	1 018	884	_	_	7 388	6 017
Surrenders Other	172 8 234	132 6 769	172 846	132 752		_ _	– 7 388	- 6 017
Sanlam Developing Markets South Africa	3 566 2 592	4 156 3 367	3 566 2 592	4 156 3 367		_ _		_ _
Surrenders Other	359 2 233	449 2 918	359 2 233	449 2 918		_ _		_
Africa	915	775	915	775	_	_	_	
Surrenders Other	138 777	150 625	138 777	150 625	_	_ _	_	_ _
Other international	59	14	59	14	_	_	_	_
Surrenders Other	47 12	_ 14	47 12	_ 14	_	_ _	_ _	_ _
Sanlam UK Other international	2 767 2 767	2 837 2 837	1 508 1 508	1 515 1 515	_	<u> </u>	1 259 1 259	1 322 1 322
Surrenders Other	2 425 342	2 568 269	1 166 342	1 246 269	_	_ _	1 259 —	1 322 —
Sanlam Employee Benefits South Africa	4 720 4 720	3 560 3 560	4 720 4 720	3 560 3 560	_ _	_ _	_ _	_ 
Terminations Other	556 4 164	21 3 539	556 4 164	21 3 539	_	_ _	_ _	_ _

<sup>&</sup>lt;sup>(1)</sup> Life insurance business relates to business written under a life licence that is included in the calculation of embedded value of covered business.

<sup>(2)</sup> Life licence business relates to investment products provided by means of a life insurance policy where there is very little or no insurance risk. Life licence business is excluded from the calculation of embedded value of covered business.

<sup>(5)</sup> Fund flows have been re-allocated between Sanlam Investments International and Wholesale business persuant to the restructuring of the Octane group.

for the year ended 31 December 2010

#### 2. ANALYSIS OF PAYMENTS TO CLIENTS (continued)

	Total Life In:		Life Insu	ırance <sup>(1)</sup>	ance <sup>(1)</sup> Life Licence <sup>(2)</sup>		Other <sup>(3)</sup>	
R million	2010	2009	2010	2009	2010	2009	2010	2009
Sanlam Investments Employee benefits	39 862 2 950	44 317 2 243		_ _	3 116 2 950	2 616 2 243	36 746 —	41 701 —
Terminations Other	1 895 1 055	1 032 1 211	_ _	_ _	1 895 1 055	1 032 1 211	_ _	_ _
Collective investment schemes	12 784	14 225	_	_	_	_	12 784	14 225
Retail funds Wholesale	7 375	7 899	_	_	_	_	7 375	7 899
business	5 409	6 326	_	_		_	5 409	6 326
Segregated funds	16 913	22 229	_	_		_	16 913	22 229
Wholesale business Private	13 419	14 452	_	_	_	_	13 419	14 452
Investments	3 494	7 777	_	_	_	_	3 494	7 777
Non-South African Short-term	7 215	5 620	_	_	166	373	7 049	5 247
insurance	8 767	9 100	_	_	_	_	8 767	9 100
Payments to clients excluding white label White label	96 233 5 021	97 658 5 864	30 365 —	28 497 —	3 116 —	2 616 —	62 752 5 021	66 545 5 864
Total payments to clients	101 254	103 522	30 365	28 497	3 116	2 616	67 773	72 409

<sup>(1)</sup> Life insurance business relates to business written under a life licence that is included in the calculation of embedded value of

<sup>(2)</sup> Life licence business relates to investment products provided by means of a life insurance policy where there is very little or no insurance risk. Life licence business is excluded from the calculation of embedded value of covered business.

<sup>(5)</sup> Fund flows have been re-allocated between Sanlam Investments International and Wholesale business persuant to the restructuring of the Octane group.

#### 3. ANALYSIS OF NET INFLOW/(OUTFLOW) OF FUNDS

	То	tal	Life Insurance <sup>(1)</sup>		Life Licence <sup>(2)</sup>		Other(3)	
R million	2010	2009	2010	2009	2010	2009	2010	2009
Sanlam Personal Finance	5 629	7 048	1 571	2 248	_	_	4 058	4 800
South Africa Africa	4 457 1 172	4 304 2 744	1 344 227	1 844 404	_ _	_ _	3 113 945	2 460 2 340
Sanlam Developing Markets	2 726	1 229	2 726	1 229	_	_	_	_
South Africa Africa Other	987 1 487	(186) 1 223	987 1 487	(186) 1 223	_	_ _	_	_ _
international	252	192	252	192	_	_	_	_
Sanlam UK	699	(199)	(134)	(98)	_	_	833	(101)
Sanlam Employee Benefits Sanlam	(1 379)	(322)	(1 379)	(322)	_	_	_	_
Investments Employee benefits Collective	8 893 (1 248)	3 623 (768)	_	_ _	(1 173) (1 248)	(517) (768)	10 066 —	4 140 —
investment schemes	3 631	4 349	_	_	_	_	3 631	4 349
Retail funds Wholesale	3 047	2 160	_	_	_	_	3 047	2 160
business	584	2 189	_	_	_	_	584	2 189
Segregated funds	8 372	1 854	_		_	_	8 372	1 854
Wholesale business Private	3 802	862	_	_	_	_	3 802	862
Investments	4 570	992	_	_	_	_	4 570	992
Non-South African Short-term	(1 862)	(1 812)	_	_	75	251	(1 937)	(2 063)
insurance	4 900	3 796	_		_	_	4 900	3 796
Net inflow/ (outflow) excluding white label White label	21 468 558	15 175 324	2 784	3 057 —	(1 173)	(517) —	19 857 558	12 635 324
Total net inflow/ (outflow)	22 026	15 499	2 784	3 057	(1 173)	(517)	20 415	12 959

<sup>&</sup>lt;sup>(1)</sup> Life insurance business relates to business written under a life licence that is included in the calculation of embedded value of

<sup>&</sup>lt;sup>(2)</sup> Life licence business relates to investment products provided by means of a life insurance policy where there is very little or no insurance risk. Life licence business is excluded from the calculation of embedded value of covered business.

<sup>(3)</sup> Fund flows have been re-allocated between Sanlam Investments International and Wholesale business persuant to the restructuring of the Octane group.

Notes to the shareholders' fund information for the year ended 31 December 2010

### 3. ANALYSIS OF NET INFLOW/(OUTFLOW) OF FUNDS (continued)

R million	2010	2009
Analysed per market Retail		
Life business	2 331	1 658
Sanlam Personal Finance Sanlam Developing Markets	1 344 987	1 844 (186)
Non-life business	10 730	5 612
Sanlam Personal Finance Sanlam Private Investments Sanlam Collective Investments	3 113 4 570 3 047	2 460 992 2 160
South African Non-South African	13 061 3 610	7 270 3 960
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK	1 172 1 739 699	2 744 1 415 (199)
Total retail	16 671	11 230
Institutional Group Life business	(2 627)	(1 090)
Sanlam Employee Benefits Investment Management	(1 379) (1 248)	(322) (768)
Non-life business	4 386	3 051
Segregated Sanlam Multi-Manager Sanlam Collective Investments	4 397 (595) 584	2 349 (1 487) 2 189
South African Investment Management Non-South African	1 759 (1 862)	1 961 (1 812)
Total institutional	(103)	149
White label Short-term insurance	558 4 900	324 3 796
Total net inflow	22 026	15 499

#### 4. ASSETS UNDER MANAGEMENT

R million	2010	2009
Assets under management Sanlam Personal Finance		
Assets under management at beginning of the year	220 675	198 526
Life insurance Other	169 776 50 899	155 823 42 703
Net inflow of funds <sup>(1)</sup>	7 080	9 180
Life insurance Other	2 953 4 127	3 876 5 304
Investment return	24 692	19 395
Life insurance Other	22 332 2 360	16 472 2 923
Fees, risk premiums and other payments to shareholders	(6 698)	(6 426)
Life insurance Other	(6 654) (44)	(6 395) (31)
Assets under management at end of the year	245 749	220 675
Life insurance Other	188 407 57 342	169 776 50 899
Sanlam Developing Markets		
Assets under management at beginning of the year Net inflow of funds <sup>(1)</sup> Investment return Fees, risk premiums and other payments to shareholders Foreign currency translation differences Change in accounting policies and other	15 834 4 485 879 (4 561) (922) 414	15 816 2 161 3 132 (3 992) (1 286) 3
Assets under management at end of the year	16 129	15 834

<sup>&</sup>lt;sup>(1)</sup> Includes business flows between Group businesses, which are eliminated in note 3. Note 3 includes risk underwriting benefits recognised in the income statement, which are excluded for assets under management fund flows, as the premiums charged for risk underwriting are included in this analysis.

for the year ended 31 December 2010

#### 4. ASSETS UNDER MANAGEMENT (continued)

R million	2010	2009
Sanlam UK		
Assets under management at beginning of the year	30 789	28 282
Life insurance Other	18 884 11 905	18 685 9 597
Net inflow of funds	1 080	1 473
Life insurance Other	(261) 1 341	(503) 1 976
Investment return	3 074	4 846
Life insurance Other	1 928 1 146	3 274 1 572
Fees, risk premiums and other payments to shareholders	(401)	(462)
Life insurance Other	(285) (116)	(338) (124)
Foreign currency translation differences	(3 956)	(3 350)
Life insurance Other	(2 426) (1 530)	(2 234) (1 116)
Assets under management at end of the year	30 586	30 789
Life insurance Other	17 840 12 746	18 884 11 905
Sanlam Employee Benefits Assets under management at beginning of the year Net (outflow)/inflow of funds <sup>(1)</sup> Investment return Fees, risk premiums and other payments to shareholders	41 181 (1 166) 5 531 (2 706)	38 859 527 4 198 (2 403)
Assets under management at end of the year	42 840	41 181
Sanlam Investments Assets under management at beginning of the year	441 283	408 651
Wholesale and retail White label	425 178 16 105	393 754 14 897
Net inflow of funds <sup>(1)</sup>	9 354	3 944
Wholesale and retail White label	8 796 558	3 620 324
Investment return	40 709	28 688
Wholesale and retail White label	39 456 1 253	27 804 884
Assets under management at end of the year	491 346	441 283
Wholesale and retail White label	473 430 17 916	425 178 16 105

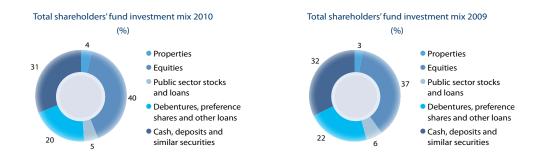
<sup>&</sup>lt;sup>(1)</sup> Includes business flows between Group businesses, which are eliminated in note 3. Note 3 includes risk underwriting benefits recognised in the income statement, which are excluded for assets under management fund flows, as the premiums charged for risk underwriting are included in this analysis.

## 4. ASSETS UNDER MANAGEMENT (continued)

	Average assets (R million)	Administration costs (bps)	Margin (bps)
Profitability of assets under management 31 December 2010			
Sanlam Personal Finance	227 162	103	106
Life insurance	173 940	107	124
Other	53 222	88	48
Sanlam Developing Markets	15 943	672	284
Sanlam UK	27 754	76	21
Life insurance	16 355	58	24
Other	11 399	87	15
Sanlam Employee Benefits	41 536	140	57
Sanlam Investments	462 085	31	15
Wholesale and retail	445 299	27	15
White label	16 786	114	8
31 December 2009 Sanlam Personal Finance	202 642	101	100
Life insurance	156 665	112	121
Other	45 977	62	33
Sanlam Developing Markets	16 412	600	229
Sanlam UK	29 687	93	12
Life insurance	18 667	64	12
Other	11 020	98	15
Sanlam Employee Benefits Sanlam Investments	38 947	72	55
	415 670	30	17
Wholesale and retail	400 702	27	17
White label	14 968	114	9

for the year ended 31 December 2010

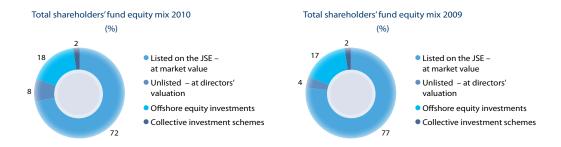
#### 5. INVESTMENTS



R million	2010	2009
.1 Investment in associated companies		
Vukile	546	_
Punter Southall Group	270	258
Letshego	452	308
Other associated companies	704	558
Total investment in associated companies	1 972	1 124

5.2 Investment in joint ventures		
Sanlam Personal Loans	260	133
Sanlam Home Loans	_	120
Shriram Life Insurance	257	247
Shriram General Insurance	143	115
Other joint ventures	51	225
Total investment in joint ventures	711	840

5.3 Equities and similar securities		
Listed on the JSE - at market value	9 016	8 796
Unlisted equity and derivative investments - at directors' valuation	1 006	522
Offshore equity investments	2 277	1 955
Collective investment schemes	179	151
Total equity investments	12 478	11 424



#### 5. INVESTMENTS (continued)

%	2010	2009
Spread of investments in equities listed on the JSE by sector <sup>(1)</sup>		
Basic industries	24,3	23,6
Consumer goods	10,8	8,6
Consumer services	9,5	10,3
Financials	14,4	20,0
General industrials	7,6	10,9
Healthcare	0,9	1,2
Telecommunications	9,9	8,9
Other	22,6	16,5
	100,0	100,0

<sup>(1)</sup> Excludes offshore equities, derivatives, collective investment schemes and unlisted investments and includes the appropriate underlying investments of Santam.

5	5.4 Offshore investments		
	Equities	2 277	1 955
	Interest-bearing investments	754	455
	Investment properties	145	54
	Total offshore investments	3 176	2 464

#### 50 Group Financial Review

## Notes to the shareholders' fund information

for the year ended 31 December 2010

#### 5. INVESTMENTS (continued)

#### 5.5 Derivative instruments

Details of the derivative instruments held by the shareholders' fund are as follows:

	Residual	term to co	ontractual m	naturity	Analysed	d by use	
R million	< 1 year	1 - 5 years	> 5 years	Total notional amounts	Trading	Asset liability manage- ment	Total fair value of amounts
2010							
Interest rate products							
over-the-counter							
Swap contracts - bought	25 382	23 850	16 429	65 661	65 430	231	(4)
Swap contracts - sold	(27 583)	(24 957)	(14 830)	(67 370)	(67 570)	200	6
Total interest rate products	(2 201)	(1 107)	1 599	(1 709)	(2 140)	431	2
	(2 201)	(1107)	1 599	(1709)	(2 140)	431	
Market risk products							
Cliquet structures - bought	902	259	_	1 161	1 091	70	(13)
Collar structures - bought	58	190	_	248	-	248	1
Forward purchase of		.00					•
shares							
Local - bought	110	_	_	110	100	10	_
Fence structures							470
Local - bought	3 066	499	_	3 565	(0.000)	3 565	(170)
Local - sold	(4 644)	(330)		(4 974)	(2 899)	(2 075)	(17)
Total market risk products	(508)	618	_	110	(1 708)	1 818	(199)
0000							
2009 Interest rate products							
over-the-counter							
Swap contracts - bought	63 327	26 290	18 813	108 430	107 946	484	(9)
Swap contracts - sold	(56 145)	(29 322)	(16 289)	(101 756)	(101 956)	200	(8)
Total interest rate							
products	7 182	(3 032)	2 524	6 674	5 990	684	(17)
Market risk products							
Cliquet structures -	700			0==	0==		-
bought	702	253	_	955	955	-	9
Collar structures - bought Collar structures - sold	495 500	70	_	565 500	_	565 500	(225) 116
Forward purchase of	300	_	_	300	_	300	110
shares							
Local - bought	70	_	_	70	42	28	1
Fence structures							
Local - bought	3 393	158	_	3 551	_	3 551	(186)
Local - sold	(3 119)	(422)		(3 541)	(3 541)	_	318
Total market risk products	2 041	59	_	2 100	(2 544)	4 644	33
Register of investments							

#### Register of investments

A register containing details of all investments, including fixed property investments, is available for inspection at the registered office of Sanlam Limited.

	R million	2010	2009
6.	SHORT-TERM INSURANCE TECHNICAL ASSETS AND PROVISION Details of short-term insurance technical assets and provisions are reflected in note 9 of the Sanlam Group financial statements.	NS	
7.	TRADE AND OTHER RECEIVABLES  Premiums receivable  Accrued investment income	1 686 314	2 731 257
	Trading account and money market investments Amounts due from reinsurers Accounts receivable	16 726 440 2 845	13 290 591 2 703
	Total trade and other receivables	22 011	19 572
8.	TRADE AND OTHER PAYABLES		
	Trading account Accounts payable Policy benefits payable Amounts due to reinsurers Bank overdrafts	16 705 6 786 1 839 466 4	13 218 5 569 2 515 831 3
	Total working capital liabilities	25 800	22 136
9.	FINANCIAL SERVICES INCOME		
	From external customers From internal customers	31 171 668	28 716 563
	Financial services income	31 839	29 279
	Equity-accounted earnings included in financial services income: Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits Sanlam Investments Sanlam Capital Markets Shriram General Insurance	113 102 14 — — (9) 8	2 16 7 (21) 27 –
		228	31
10.	ADMINISTRATION COSTS  Depreciation included in administration costs:		
	Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Short-term Insurance Sanlam Investments Sanlam Capital Management	72 23 2 47 10 3	79 24 3 58 5 3
	занан Сарка манауеттеп	157	172

for the year ended 31 December 2010

R million		2010	2009
11. TAXATION			
Result from financial services Tax on result from financial servi Investment return	ces	5 396 (1 387) 2 646	4 229 (1 116) 2 731
Investment income Investment surpluses		1 110 1 536	1 368 1 363
Tax on investment return		(403)	(503)
Investment income Investment surpluses		(186) (217)	(247) (256)
%		2010	2009
Reconciliation of tax rate on resu Effective tax rate	ult from financial services	25,7	26,4
Standard rate of taxation Adjusted for: Non-taxable income Disallowable expenses		28,0 (1,9) 0,8	28,0 (2,6) 0,4
Share-based payments Prior year adjustments Foreign tax rate differential Other		0,2 (0,4) (1,6) 0,6	0,4 (0,2) (0,4) 0,8
Effective tax rate on result from	financial services	25,7	26,4
Reconciliation of tax rate on inve Effective tax rate	estment return	15,2	18,4
Standard rate of taxation Adjusted for: Non-taxable income Disallowable expenses Foreign tax rate differential Investment surpluses Other		28,0 (5,7) 0,5 0,2 (8,1) 0,3	28,0 (4,1) 0,1 0,1 (4,1) (1,6)
Effective tax rate on investment	return	15,2	18,4
R million		2010	2009
12. NET RESULT FROM FINANC	IAL SERVICES		
Covered business		1 975	1 759
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK		1 562 182 35	1 402 145 37
Sanlam Employee Benefits		196	175
Other Group operations  Sanlam Personal Finance		1 440	1 067
Wealth management Retail credit		153 86 67	96 81 15
Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits Short-term Insurance Sanlam Investments Capital Management		36 11 (25) 575 489 201	18 (4) (21) 242 516 220
Discretionary and other capital		(112)	(121)
Net result from financial services	5	3 303	2 705

	R million	2010	2009
13.	INVESTMENT INCOME		
	Equities and similar securities	329	473
	Interest-bearing, preference shares and similar securities	709	839
	Properties	72	56
	•		
	Rental income	91	74
	Rental related expenses	(19)	(18)
	Total investment income	1 110	1 368
	Interest expense netted off against investment income:		
	Sanlam Personal Finance	407	467
	Short-term Insurance	95	114
		502	581
14.	ANALYSIS OF NORMALISED ATTRIBUTABLE EARNINGS		
	Net result from financial services	3 303	2 705
	Covered business	1 975	1 759
	Other Group operations	1 440	1 067
	Discretionary and other capital	(112)	(121)
	Net investment income and investment surpluses	1 982	2 008
	·		
	Covered business	1 155	1 606
	Other Group operations	444	388
	Discretionary and other capital	383	14
	Other net income	259	(269)
	Covered business	(116)	(226)
	Other Group operations	340	14
	Discretionary and other capital	35	(57)
	Normalised attributable earnings	5 544	4 444
	Covered business	3 014	3 139
	Other Group operations	2 224	1 469
	Discretionary and other capital	306	(164)
	Normalised attributable earnings	5 544	4 444
	Cents	2010	2009
15.	NORMALISED DILUTED EARNINGS PER SHARE		
	Net result from financial services	161,5	131,8
	Core earnings	203,1	179,3
	Normalised headline earnings	251,5	218,5
	Profit attributable to shareholders' fund	271,1	216,9
	R million	2010	2009
	Analysis of normalised earnings (refer shareholders' fund income		
	statement on page 34):		
	Net result from financial services	3 303	2 705
	Core earnings	4 154	3 681
	Headline earnings	5 143	4 485
	Profit attributable to shareholders' fund	5 544	4 444
	Reconciliation of normalised headline earnings:		
	Reconciliation of normalised headline earnings: Headline earnings per note 1 on page 74	5 122	4 429
		5 122 21	4 429 56

for the year ended 31 December 2010

	million	2010	2009
15.	NORMALISED DILUTED EARNINGS PER SHARE (continued)		
	Adjusted number of shares:		
	Weighted average number of shares for diluted earnings per share		
	(refer note 1 on page 74)	2 029,0	2 028,1
	Add: Weighted average Sanlam shares held by policyholders	16,3	25,0
	Adjusted weighted average number of shares for normalised diluted		
	earnings per share	2 045,3	2 053,1

#### 16. FAIR VALUE OF OTHER GROUP OPERATIONS

The shareholders' fund at fair value includes the value of the Sanlam businesses based on directors' valuation, apart from Santam and the non-life businesses in Sanlam Developing Markets, which are valued according to ruling share prices.

			Fair value o	f businesses		
R million	Beginning of year	Earnings	Distribu- tions	Change in holding	Other <sup>(1)</sup>	End of year
Movement in fair value of businesses 31 December 2010						
Sanlam Investments	5 993	1 023	(477)	30	_	6 569
SIM Wholesale	3 696	787	(236)	_	_	4 247
SIM International	1 909	70	(199)	30	_	1 810
Sanlam Collective Investments	388	166	(42)			512
Sanlam Personal Finance	1 612	743	(155)	(146)	_	2 054
Wealth management	1 317	517	(155)	(40)	_	1 639
Retail credit	295	226	_	(106)	_	415
Sanlam UK	833	48	_	20	_	901
Sanlam Developing Markets	262	98	(5)	49	_	404
Coris Administration and Infinit	_	23	_	2	_	25
Capital Management	984	109	(162)	(45)	_	931
Short-term insurance	7 149	2 056	(631)	(45)		8 529
Total fair value of businesses	16 833	4 100	(1 430)	(90)		19 413
31 December 2009						
Sanlam Investments	5 012	1 165	(564)	380	_	5 993
SIM Wholesale	3 334	667	(363)	22	36	3 696
SIM International	1 358	400	(171)	358	(36)	1909
Sanlam Collective Investments	320	98	(30)	_	_	388
Sanlam Personal Finance	1 423	188	(131)	132	_	1 612
Wealth management	1 186	262	(131)	_	_	1 317
Retail credit	237	(74)	_	132	_	295
Sanlam UK	847	(75)	_	61	_	833
Sanlam Developing Markets	17	102	_	160	(17)	262
Coris Administration	54	(70)	_	16	_	_
Capital Management	934	359	(274)	(309)	_	984
Short-term insurance	5 273	2 133	(274)	17	<del>-</del>	7 149
Total fair value of businesses	13 560	3 802	(969)	457	(17)	16 833

<sup>(1)</sup> Other includes:

<sup>-</sup> the transfer of Alfinanz from other Group operations to covered business; and

<sup>-</sup> the transfer of Blue Ink from Sanlam Investments International to SIM Wholesale.

#### 16. FAIR VALUE OF OTHER GROUP OPERATIONS (continued)

#### Valuation methodology

The fair value of the unlisted Sanlam businesses has been determined by the application of the following valuation methodologies:

	Fair v	Fair value		
R million	2010	2009		
Valuation method				
Ratio of price to assets under management	6 946	6 279		
SIM Wholesale	4 247	3 696		
SIM International	1 598	1 669		
Sanlam Collective Investments	512	388		
Capital Management	166	144		
Principal	318	283		
Sanlam Namibia Holdings	105	99		
Discounted cash flows	2 557	2 063		
Glacier	965	762		
Sanlam Personal Loans	365	133		
Multi-Data	149	166		
Sanlam Trust	185	160		
Sanlam Home Loans	_	120		
Punter Southall Group	227	259		
Other	666	463		
Net asset value	1 120	1 322		
MiWay	_	127		
SIM International	212	240		
Shriram General Insurance	143	115		
Capital Management	765	840		
Fair value of unlisted businesses	10 623	9 664		

The main assumptions applied in the primary valuation for the unlisted businesses are presented below. The sensitivity analysis is based on the following changes in assumptions: Change in assumption

	Change in ass	umption
%	2010	2009
Assumption		
Ratio of price to assets under management (P/AuM)	0,1	0,1
Risk discount rate (RDR)	1,0	1,0
Perpetuity growth rate (PGR)	1,0	1,0

		Fair value of Sanlam businesses				
R million	Weighted average assumption	Base value	Decrease in assumption	Increase in assumption		
Ratio of price to assets under management	P/AuM = 1,08% (2009: 1,08%)	6 946	6 372	7 528		
Discounted cash flows	RDR = 18,0% (2009: 18,5%) PGR = 2,5% - 5%	2 557	2 802	2 443		
	(2009: 2,5% - 5%)	2 557	2 539	2 686		

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R million	2010	2009
VALUE PER SHARE		
Fair value per share is calculated on the Group shareholders' fund at fair value of R43 036 million (2009: R38 936 million), divided by 2 035,5 million (2009: 2 063,1 million) shares.  Net asset value per share is calculated on the Group shareholders' fund at net asset value of R32 330 million (2009: R30 395 million), divided by 2 035,5 million (2009: 2 063,1 million) shares.  Equity value per share is calculated on the Group Equity Value of R57 361 million (2009: R51 024 million), divided by 2 035,5 million (2009: 2 063,1 million) shares.		
Number of shares for value per share:  Number of ordinary shares in issue  Shares held by subsidiaries in shareholders' fund  Outstanding shares and share options in respect of Sanlam Limited long-term incentive schemes  Number of shares under option that would have been issued at fair value  Convertible deferred shares held by Ubuntu-Botho	2 100,0 (125,7) 34,9 (1,9) 28,2	2 160,0 (151,8) 37,1 (5,4) 23,2
Adjusted number of shares for value per share	2 035,5	2 063,1

#### 18. PRESENT VALUE OF HOLDING COMPANY EXPENSES

The present value of holding company expenses has been calculated by applying a multiple of 7,1 (2009: 6,7) to the after tax recurring corporate expenses.

#### 19. SHARE REPURCHASES

The Sanlam shareholders granted general authorities to the Group at the 2010 and 2009 annual general meetings to repurchase Sanlam shares in the market. The Group acquired 37,2 million shares from 17 March 2010 to 31 December 2010 in terms of the general authorities. The lowest and highest prices paid were R22,35 and R27,01 per share respectively. The total consideration paid of R887 million was funded from existing cash resources. All repurchases were effected through the JSE trading system without any prior understanding or arrangement between the Group and the counter parties. Authority to repurchase 402,3 million shares, or 19,2% of Sanlam's issued share capital at the time, remain outstanding in terms of the general authority granted at the annual general meeting held on 9 June 2010.

The financial effects of the share repurchases during 2010 on the IFRS earnings and net asset value per share are illustrated in the table below. Tangible net asset value excludes goodwill, value of business acquired, other intangible assets and deferred acquisition cost included in the shareholders' fund at net asset value.

Cents	Before repurchases	After repurchases
Basic earnings per share:		
Profit attributable to shareholders' fund Headline earnings	278,3 258,2	280,4 260,0
Diluted earnings per share: Profit attributable to shareholders' fund Headline earnings	270,4 250,8	272,2 252,4
Value per share: Equity value Net asset value Tangible net asset value	2 812 1 578 1 277	2 818 1 562 1 256

#### 20. RECONCILIATIONS

## 20.1 Reconciliation between Group statement of comprehensive income and shareholders' fund income statement

	Year	ended 31 I	December 2	2010	Year	ended 31 [	December 2	009
R million	Total	Share- holder activities	Policy- holder activities <sup>(1)</sup>	IFRS adjust- ments <sup>(2)</sup>	Total	Share- holder activities	Policy- holder activities <sup>(1)</sup>	IFRS adjust- ments <sup>(2)</sup>
Net income	67 285	34 889	31 619	777	60 634	32 045	27 817	772
Financial services income	33 737	31 839	_	1 898	30 931	29 279	_	1 652
Reinsurance premiums paid	(3 040)	_	_	(3 040)	(2 848)	_	_	(2 848)
Reinsurance commission received Investment income Investment surpluses Finance cost -	307 15 344 21 831	1 110 1 940	- 11 810 19 809	307 2 424 82	258 15 997 17 380	- 1 368 1 398	– 12 777 15 040	258 1 852 942
margin business Change in fair value of external investors	(216)	_	_	(216)	(246)	_	_	(246)
liability	(678)	_	_	(678)	(838)			(838)
Net insurance and investment contract								
benefits and claims	(44 640)	(13 817)	(30 841)	18	(41 063)	(13 910)	(27 115)	(38)
Long-term insurance contract benefits Long-term investment contract	(22 928)	(5 123)	(17 397)	(408)	(17 084)	(4 810)	(11 352)	(922)
benefits Short-term insurance	(13 444)	_	(13 444)	_	(15 763)	_	(15 763)	-
claims Reinsurance claims	(9 520)	(8 694)	_	(826)	(9 800)	(9 100)	_	(700)
received	1 252	_	_	1 252	1 584	_		1 584
Expenses	(13 290)	(12 682)	_	(608)	(11 552)	(11 175)	_	(377)
Sales remuneration Administration costs	(4 870) (8 420)	(4 557) (8 125)	_	(313) (295)	(4 414) (7 138)	(4 206) (6 969)	_ _	(208) (169)
Impairments	_	(3)	_	3	(79)	(76)	_	(3)
Amortisation of intangibles	(103)	(92)	_	(11)	(84)	(84)	_	_
Net operating result Equity-accounted	9 252	8 295	778	179	7 856	6 800	702	354
earnings Finance cost - other	329 (309)	193 —	_	136 (309)	104 (363)	73 —	_ _	31 (363)
Profit before tax Tax expense	9 272 (2 757)	8 488 (1 925)	778 (778)	6 (54)	7 597 (2 525)	6 873 (1 769)	702 (702)	22 (54)
Shareholders' fund Policyholders' fund	(1 911) (846)	(1 925)	_ (778)	14 (68)	(1 755) (770)	(1 769)	(702)	14 (68)
Profit for the year	6 515	6 563	_	(48)	5 072	5 104		(32)
Attributable to: Shareholders' fund Minority shareholders'	5 523	5 544	_	(21)	4 388	4 444	_	(56)
interest	992	1 019	_	(27)	684	660		24
	6 515	6 563	_	(48)	5 072	5 104	_	(32)

<sup>(1)</sup> Policyholder activities relate to the inclusion of policyholders' after-tax investment return, and the allocation thereof to policy liabilities, in the Group Statement of comprehensive income.

<sup>(2)</sup> IFRS adjustments relate to amounts that have been set-off in the shareholders' fund income statement that is not permitted in terms of IFRS, and fund transfers relating to investments in treasury shares and subsidiaries held by the policyholders' fund.

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20. RECONCILIATIONS (continued)

20.2 Reconciliation between Group statement of financial position and shareholders' fund at net asset value

		31 Decem	ber 2010			31 D	ecember 2	ember 2009 Change			
R million	Total	Share- holder activities	Policy- holder activities	Consoli- dation reserve	Total	Share- holder activities	Policy- holder activities	in ac- counting policies <sup>(1)</sup>	Consoli- dation reserve		
Assets											
Property and equipment	470	470	_	_	375	375	_	_	_		
Owner-occupied			404		050	050					
properties Goodwill	653 3 197	532 3 197	121	_	652 2 810	652 2 810	_	_	_		
Other intangible assets	39	39	_	_	45	45	_	_	_		
Value of business acquired	1 320	1 320	_	_	1 210	1 210	_	_	_		
Deferred acquisition costs	2 270	1 666	604	_	2 140	1 509	631	_	_		
Long-term reinsurance											
assets	588	_	588	_	499	_	499	_	_		
Investments	310 091	34 084	276 559	(552)	288 278	33 187	255 594	_	(503)		
Properties Associated	17 362	1 265	16 097	_	15 757	1 017	14 740	_	-		
companies	2 915	1 972	943	_	1 124	1 124	_	_	-		
Joint ventures Equities and similar	711	711	_	_	840	840	_	_	-		
securities Public sector	151 190	12 478	139 264	(552)	141 570	11 424	130 649	_	(503)		
stocks and loans Debentures,	57 347	1 674	55 673	_	49 905	1 935	47 970	-	-		
insurance policies, preference shares and											
other loans Cash, deposits and similar	31 586	6 452	25 134	_	30 075	7 043	23 032	_	-		
securities	48 980	9 532	39 448	_	49 007	9 804	39 203	_	_		
Deferred tax Short-term	932	931	1	_	626	515	_	111	_		
insurance technical assets	1 560	1 560	_	_	2 064	2 064	_	_	_		
Working capital assets	40 071	34 190	5 881	_	36 230	31 552	4 689	(11)	_		
Trade and											
other receivables Cash, deposits	27 883	22 011	5 872	-	24 250	19 572	4 689	(11)	-		
and similar securities	12 188	12 179	9	_	11 980	11 980	_	_	_		
Total assets	361 191	77 989	283 754	(552)	334 929	73 919	261 413	100	(503)		

#### 20. RECONCILIATIONS (continued)

#### 20.2 Reconciliation between Group statement of financial position and shareholders' fund at net asset value (continued)

	31 December 2010				31 December 2009				
R million	Total	Share- holder activities	Policy- holder activities	Consoli- dation reserve	Total	Share- holder activities	Policy- holder activities	Change in acc- ounting policies <sup>(1)</sup>	Consoli- dation reserve
Equity and liabilities Shareholders' fund Minority	31 778	32 330	-	(552)	29 644	30 395	_	(248)	(503)
shareholders' interest Long-term policy	2 608	2 608	-	_	2 513	2 521	(8)	_	_
	265 695	_	265 695	_	246 330	_	245 997	333	_
Insurance contracts Investment	132 985	_	132 985	-	124 107	_	123 774	333	-
contracts	132 710	_	132 710	_	122 223	_	122 223	_	_
Term finance External investors in consolidated	6 766	6 258	508	_	6 916	6 273	643	_	_
funds Cell owners'	11 655	_	11 655	_	10 534	_	10 534	_	_
interest	577	577	_	_	535	535	_	_	_
Deferred tax Short-term insurance technical	1 178	574	604	_	763	346	417	_	_
provisions	7 945	7 945	_	_	8 304	8 304	_	_	_
Working capital liabilities	32 989	27 697	5 292	_	29 390	25 545	3 830	15	
Trade and other payables Provisions Taxation	30 422 617 1 950	25 800 617 1 280	4 622 — 670	- - -	25 842 1 396 2 152	22 136 1 396 2 013	3 706 — 124	_ _ 15	_ _ _
Total equity and liabilities	361 191	77 989	283 754	(552)	334 929	73 919	261 413	100	(503)

<sup>(1)</sup> Change in Sanlam Developing Markets' accounting policies recognised on 1 January 2010 for GEV purposes.

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#### 21. GEOGRAPHICAL ANALYSIS

		rs' fund income on page 34	IFRS adjustment	
R million	Internal customers	External customers	(refer note 20.1)	Total
Financial services income Financial services income is attrib	uted to individual co	ountries, based on v	where the income wa	as earned.
2010	668	31 171	1 898	33 737
South Africa Africa Other international <sup>(1)</sup>	293 20 355	27 982 2 856 333	1 881 38 (21)	30 156 2 914 667
2009	563	28 716	1 652	30 931
South Africa Africa Other international <sup>(1)</sup>	384 — 179	25 978 2 286 452	1 806 — (154)	28 168 2 286 477
R million		Per analysis of shareholders' fund on page 30	Policy- holders' fund	Total
Non-current assets <sup>(2)</sup> 2010		7 224	725	7 949
South Africa Africa Other international <sup>(1)</sup>		6 212 145 867	629 96 —	6 841 241 867
2009		6 601	631	7 232
South Africa Africa Other international <sup>(1)</sup>		5 628 81 892	631 — —	6 259 81 892
R million			2010	2009
Attributable earnings before impa shareholders' fund income statem			5 526	4 464
South Africa Africa Other international <sup>(1)</sup>	on page 54)		4 694 334 498	4 058 243 163

<sup>(1)</sup> Other international comprises business in The Netherlands, Europe, United Kingdom, Australia and India.

<sup>(2)</sup> Non-current assets include property and equipment, owner-occupied properties, goodwill, value of business acquired, other intangible assets and deferred acquisition costs.

## Embedded value of covered business

at 31 December 2010

R million	Note	2010	2009
Sanlam Personal Finance Adjusted net worth Net value of in-force covered business		21 488 8 144 13 344	19 884 8 098 11 786
Value of in-force covered business Cost of capital Minority shareholders' interest		15 273 (1 695) (234)	13 645 (1 694) (165)
Sanlam Developing Markets Adjusted net worth Net value of in-force covered business		3 952 1 104 2 848	3 479 1 363 2 116
Value of in-force covered business Cost of capital Minority shareholders' interest		3 475 (267) (360)	2 786 (307) (363)
Sanlam UK Adjusted net worth Net value of in-force covered business		638 212 426	665 217 448
Value of in-force covered business Cost of capital Minority shareholders' interest		455 (29) —	480 (32) —
Sanlam Employee Benefits Adjusted net worth Net value of in-force covered business		4 967 4 573 394	4 960 4 569 391
Value of in-force covered business Cost of capital Minority shareholders' interest		1 286 (892) —	1 300 (909) —
Embedded value of covered business		31 045	28 988
Adjusted net worth <sup>(1)</sup> Net value of in-force covered business	1	14 033 17 012	14 247 14 741
Embedded value of covered business		31 045	28 988

<sup>(1)</sup> Excludes subordinated debt funding of Sanlam Life.

# Change in embedded value of covered business

for the year ended 31 December 2010

			20	10	Ad-		20	09	Ad-
R million	Note	Total	Value of in-force	Cost of capital	justed net worth	Total	Value of in-force	Cost of capital	justed net worth
Embedded value of covered business at the beginning of the year -reported Change in accounting policies Embedded value of covered business at the beginning of the year - restated	9	28 988 (49) 28 939	17 626 201 17 827	(2 885) 36 (2 849)	14 247 (286) 13 961	28 591 — 28 591	15 939 — 15 939	(2 361) — (2 361)	15 013 — 15 013
Value of new business Net earnings from existing covered business	2	666 2 639	1 873	(93) 62	(1 114) 2 777	607 2 430	1 811 (231)	(97) 146	(1 107) 2 515
Expected return on value of in-force business Expected transfer of profit to adjusted net worth		2 218	2 111 (2 388)	107	2 388	1 714	1 588	126	2 064
Operating experience variances Operating assumption	3	468	(10)	(18)	496	636	186	(4)	454
changes	4	(47)	87	(27)	(107)	80	59	24	(3)
Expected investment return on adjusted net worth		1 151	_	_	1 151	1 091	_	_	1 091
Embedded value earnings from operations Economic assumption		4 456	1 673	(31)	2 814	4 128	1 580	49	2 499
changes	5	430	334	99	(3)	(1 206)	(687)	(484)	(35)
Tax changes - change in corporate tax rates		_	2	_	(2)	_	_	_	_
Investment variances - value of in-force Investment variances		332	127	(55)	260	1 149	874	(69)	344
<ul> <li>investment return on adjusted net worth Exchange rate movements Net project expenses</li> </ul>	6	4 (119) (46)	– (128) –	9 -	4 - (46)	515 (137) (28)	- (149) -	12 —	515 — (28)
Embedded value earnings from covered business Acquired value of in-force Transfers from other		5 057 6	2 008	22 (1)	3 O27 2	4 421 210	1 618 69	(492) (32)	3 295 173
Group operations		_	_	_	_	17	_	_	17
Change in utilisation of capital diversification Transfers from covered		(700)	_	_	(700)	(729)	_	_	(729)
business		(2 257)	_	_	(2 257)	(3 522)	_	_	(3 522)
Embedded value of covered business at the end of the year		31 045	19 840	(2 828)	14 033	28 988	17 626	(2 885)	14 247
Analysis of earnings from covered business Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		3 782 676 (7) 606	1 556 491 (25) (14)	2 - 3 17	2 224 185 15 603	2 815 467 (14) 1 153	802 341 (1) 476	(315) (26) 3 (154)	2 328 152 (16) 831
Embedded value earnings from covered business		5 057	2 008	22	3 027	4 421	1 618	(492)	3 295

## Value of new business

for the year ended 31 December 2010

R million	Note	2010	2009
Value of new business (at point of sale): Gross value of new business		866	797
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		428 373 14 51	354 335 17 91
Cost of capital		(104)	(108)
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		(42) (28) (3) (31)	(34) (45) (3) (26)
Value of new business		762	689
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		386 345 11 20	320 290 14 65
Value of new business attributable to: Shareholders' fund	2	666	607
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		367 268 11 20	308 220 14 65
Minority shareholders' interest		96	82
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		19 77 — —	12 70 — —
Value of new business		762	689
Geographical analysis: South Africa Africa Other international		522 224 16	484 186 19
Value of new business		762	689
Analysis of new business profitability:  Before minorities:  Present value of new business premiums		27 334	26 365
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		17 555 6 584 996 2 199	16 573 5 711 951 3 130
New business margin	_	2,79%	2,61%
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		2,20% 5,24% 1,10% 0,91%	1,93% 5,08% 1,47% 2,08%
After minorities: Present value of new business premiums	_	25 891	25 102
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		17 293 5 403 996 2 199	16 269 4 752 951 3 130
New business margin		2,57%	2,42%
Sanlam Personal Finance Sanlam Developing Markets Sanlam UK Sanlam Employee Benefits		2,12% 4,96% 1,10% 0,91%	1,89% 4,63% 1,47% 2,08%

# Notes to the embedded value of covered business

for the year ended 31 December 2010

### 1. VALUE OF IN-FORCE SENSITIVITY ANALYSIS

	Gross value of in-force business R million	Cost of capital R million	Net value of in-force business R million	Change from base value %
2010				
Base value	19 840	(2 828)	17 012	
Interest rate and assets	.0 0 .0	(2 020)	0.2	
> Risk discount rate increase by 1%	18 708	(3 445)	15 263	(10)
> Investment return and inflation decrease by 1%, coupled with a 1% decrease in risk discount rates, and with bonus rates		(6 1.10)		(.0)
changing commensurately > Equity and property values decrease by	20 246	(2 722)	17 524	3
<ul><li>10%, without a corresponding change in dividend and rental yields</li><li>Expected return on equity and property</li></ul>	19 029	(2 786)	16 243	(5)
investments increase by 1%, without a				
corresponding change in discount rates  Expenses and persistency	20 258	(2 538)	17 720	4
> Non-commission maintenance expenses (excluding investment expenses) decrease by 10%	20 410	(2 815)	17 595	3
> Discontinuance rates decrease by 10%	20 327	(2 904)	17 423	2
Insurance risk  > Mortality and morbidity decrease by	20 327	(2 304)	17 423	۷
5% for life assurance business  Mortality and morbidity decrease by	20 623	(2 821)	17 802	5
5% for annuity business	19 670	(2 823)	16 847	(1)
2009				
Base value	17 626	(2 885)	14 741	
Interest rate and assets				
<ul> <li>Risk discount rate increase by 1%</li> <li>Investment return and inflation decrease by 1%, coupled with a 1% decrease in risk discount rates, and with bonus rates</li> </ul>	16 639	(3 486)	13 153	(11)
changing commensurately > Equity and property values decrease by 10%, without a corresponding change in	18 073	(2 789)	15 284	4
dividend and rental yields  > Expected return on equity and property investments increase by 1%, without a	16 897	(2 865)	14 032	(5)
corresponding change in discount rates Expenses and persistency	18 023	(2 631)	15 392	4
> Non-commission maintenance expenses (excluding investment expenses) decrease by 10%	18 124	(2 873)	15 251	3
> Discontinuance rates decrease by 10%	18 005	(2 967)	15 038	2
Insurance risk  > Mortality and morbidity decrease by 5%		ζ= /		_
for life assurance business  > Mortality and morbidity decrease by 5%	18 328	(2 878)	15 450	5
for annuity business	17 512	(2 882)	14 630	(1)

### 2. VALUE OF NEW BUSINESS SENSITIVITY ANALYSIS

	Gross value of new business R million	Cost of capital R million	Net value of new business R million	Change from base value %
Base value	759	(93)	666	
Interest rate and assets				
> Risk discount rate increase by 1%	649	(111)	538	(19)
> Investment return and inflation decrease by 1%, coupled with a 1% decrease in risk discount rates,	017	(02)	705	0
and with bonus rates changing commensurately  Expenses and persistency	817	(92)	725	9
<ul> <li>Non-commission maintenance expenses         (excluding investment expenses) decrease by 10%</li> <li>Acquisition expenses (excluding commission and</li> </ul>	834	(92)	742	11
commission related expenses) decrease by 10%	847	(92)	755	13
> Discontinuance rates decrease by 10%	873	(97)	776	17
Insurance risk  > Mortality and morbidity decrease by 5% for life		(/		
assurance business	882	(91)	791	19
> Mortality and morbidity decrease by 5% for annuity business	750	(92)	658	(1)
R million			2010	2009
OPERATING EXPERIENCE VARIANCES				
Risk experience			352	363
Investment guarantee reserve			_	64
Working capital and other			116	209
Total operating experience variances			468	636
OPERATING ASSUMPTION CHANGES				
Mortality and morbidity			(13)	(124
Persistency			(89)	(67
Modelling improvements and other			55	27
Total operating assumption changes			(47)	80
ECONOMIC ASSUMPTION CHANGES				
Investment yields			448	(866
Long-term asset mix assumptions and other			(18)	(340
Total economic assumption changes			430	(1 206

### 6. NET PROJECT EXPENSES

Net project expenses relate to once-off expenditure on the Group's distribution platform that has not been allowed for in the embedded value assumptions.

# Notes to the embedded value of covered business

for the year ended 31 December 2010

R million	2010	2009
7. RECONCILIATION OF GROWTH FROM COVERED BUSINESS  The embedded value earnings from covered business reconciles as follows to the net result from financial services for the year:		
Net result from financial services of covered business per note 12 on page 52 Differences between profits recognised under IFRS and the embedded value methodology	1 975 15	1 759 19
Change in accounting policies recognised on 1 January 2010 for embedded value purposes  Foreign exchange differences and other	_ _ 15	9
Less: net project expenses  Less: STC projected on dividends from covered business profits for the year Investment return on adjusted net worth Embedded value earnings from covered business: value of in-force	(46) (72) 1 155 2 030	(28) (61) 1 606 1 126
Embedded value earnings from covered business	5 057	4 421
%	2010	2009
8. ECONOMIC ASSUMPTIONS		
Gross investment return, risk discount rate and inflation		
Sanlam Life Point used on the relevant yield curve Fixed-interest securities Equities and offshore investments Hedged equities Property Cash Return on required capital	9 year 8,4 11,9 8,9 9,4 7,4 9,3	9 year 9,4 12,9 9,9 10,4 8,4 10,3
Inflation rate <sup>(1)</sup> Risk discount rate	5,4 10,9	6,4 11,9
(1) Expense inflation of 7,4% (2009: 8,4%) assumed for Retail business administered on old platform	ns.	
SDM Limited Point used on the relevant yield curve Fixed-interest securities Equities and offshore investments Hedged equities Property Cash Return on required capital Inflation rate Risk discount rate	5 year 7,7 11,2 n/a 8,7 6,7 9,0 4,7 10,2	6 year 8,6 12,1 n/a 9,6 7,6 9,9 5,6
Merchant Investors Point used on the relevant yield curve Fixed-interest securities Equities and offshore investments Hedged equities Property	15 year 4,0 7,2 n/a 7,2	15 year 4,5 7,7 n/a 7,7
Cash Return on required capital Inflation rate Risk discount rate	4,0 4,0 3,5 7,7	4,5 4,5 3,8 8,2

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2010

2000

<u>%</u>	2010	2009
ECONOMIC ASSUMPTIONS (continued)		
Botswana Life Insurance		
Fixed-interest securities	9,5	10,0
Equities and offshore investments	13,0	13,5
Hedged equities	n/a	n/a
Property	10,5	11.0
Cash	8,5	9,0
Return on required capital	9,6	10,1
Inflation rate	6,5	7,0
Risk discount rate	13,0	13,5
Asset mix for assets supporting required capital		
Sanlam Life		
Equities	34	34
Hedged equities	13	13
Property	3	3
Fixed-interest securities	15	15
Cash	35	35
	100	100
SDM Limited		
Equities	50	50
Hedged equities	_	_
Property	_	_
Fixed-interest securities	_	_
Cash	50	50
	100	100
Merchant Investors		
Equities	_	_
Hedged equities	_	_
Property	_	_
Fixed-interest securities	_	_
Cash	100	100
	100	100
Botswana Life Insurance		
Equities	15	15
Hedged equities	_	_
Property	10	10
Fixed-interest securities	25	25
Cash	50	50
	100	100

#### 9. CHANGE IN ACCOUNTING POLICIES

Channel Life's accounting policies for insurance contracts have been aligned with the rest of Sanlam Group. In terms of the amended accounting policies, no negative rand reserves are recognised on an individual policy level. Channel Life's capital and economic bases have also been aligned with that of SDM Limited. The impact of the aforementioned amendments was to reduce the embedded value by R49 million at 1 January 2010 as follows:

- > A R286 million reduction in required capital with a commensurate R36 million decrease in the cost of capital.
- > The gross value of in-force business increased by R201 million commensurate with an increase in future taxable income following the elimination of the negative rand reserves.

Comparative information has not been restated based on the immaterial impact of the changes on the embedded value of covered business, embedded value earnings and value of new business. The full impact is recognised as a change to the opening embedded value of covered business on 1 January 2010.

## Group Financial Statements

for the year ended 31 December 2010

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# Statement of Financial Position

at 31 December 2010

R million	2010	Restated 2009
Assets Property and equipment Owner-occupied properties Goodwill Other intangible assets Value of business acquired Deferred acquisition costs Long-term reinsurance assets Investments	470 653 3 197 39 1 320 2 270 588 310 091	375 652 2 810 45 1 210 2 140 499 288 278
Properties Investment properties Straight-line rental adjustment	17 362 16 744 618	15 757 15 043 714
Equity-accounted investments Equities and similar securities Public sector stocks and loans Debentures, insurance policies, preference shares and other loans Cash, deposits and similar securities	3 626 151 190 57 347 31 586 48 980	1 964 141 570 49 905 30 075 49 007
Deferred tax Short-term insurance technical assets Working capital assets	932 1 560 40 071	626 2 064 36 230
Trade and other receivables Cash, deposits and similar securities	27 883 12 188	24 250 11 980
Total assets	361 191	334 929
Equity and liabilities Capital and reserves Share capital and premium Treasury shares Other reserves Retained earnings	22 (2 824) 8 622 25 958	23 (3 200) 9 081 23 740
Shareholders' fund Minority shareholders' interest	31 778 2 608	29 644 2 513
Total equity Long-term policy liabilities	34 386 265 695	32 157 246 330
Insurance contracts Investment contracts	132 985 132 710	124 107 122 223
Term finance	6 766	6 916
Margin business Other interest-bearing liabilities	3 115 3 651	3 341 3 575
External investors in consolidated funds Cell owners' interest Deferred tax Short-term insurance technical provisions Working capital liabilities	11 655 577 1 178 7 945 32 989	10 534 535 763 8 304 29 390
Trade and other payables Provisions Taxation	30 422 617 1 950	25 842 1 396 2 152
Total equity and liabilities	361 191	334 929

# Statement of Comprehensive Income

For the year ended 31 December 2010

R million Not	e 2010	Restated 2009
Net income	67 285	60 634
Financial services income Reinsurance premiums paid Reinsurance commission received Investment income Investment surpluses Finance cost - margin business Change in fair value of external investors' liability	33 737 (3 040) 307 15 344 21 831 (216) (678)	30 931 (2 848) 258 15 997 17 380 (246) (838)
Net insurance and investment contract benefits and claims	(44 640)	(41 063)
Long-term insurance contract benefits Long-term investment contract benefits Short-term insurance claims Reinsurance claims received	(22 928) (13 444) (9 520) 1 252	(17 084) (15 763) (9 800) 1 584
Expenses	(13 290)	(11 552)
Sales remuneration Administration costs	(4 870) (8 420)	(4 414) (7 138)
Impairments Amortisation of intangibles	_ (103)	(79) (84)
Net operating result Equity-accounted earnings Finance cost – other	9 252 329 (309)	7 856 104 (363)
Profit before tax Taxation	9 272 (2 757)	7 597 (2 525)
Shareholders' fund Policyholders' fund	(1 911) (846)	(1 755) (770)
Profit for the year Other comprehensive income	6 515	5 072
Movement in foreign currency translation reserve	(517)	(454)
Comprehensive income for the year	5 998	4 618
Allocation of comprehensive income:  Profit for the year	6 515	5 072
Shareholders' fund Minority shareholders' interest	5 523 992	4 388 684
Comprehensive income for the year	5 998	4 618
Shareholders' fund Minority shareholders' interest	5 115 883	4 079 539
Earnings attributable to shareholders of the company (cents): Profit for the year:		
Basic earnings per share 1 Diluted earnings per share 1	280,4 272,2	222,1 216,4

# Statement of Changes in Equity

for the year ended 31 December 2010

R million	2010	Restated 2009
Shareholders' fund:		
Balance at beginning of the period	29 644	27 260
Comprehensive income	5 115	4 079
Profit for the period	5 523	4 388
Other comprehensive income: movement in foreign currency translation reserve	(408)	(309)
Net (acquisition)/disposal of treasury shares (1)	(1 074)	120
Share-based payments	191	139
Acquisitions, disposals and other movements in interests	(2)	-
Dividends paid (2)	(2 096)	(1 954)
Balance at end of the period	31 778	29 644
Minority shareholders' interest		
Balance at beginning of the period	2 513	2 481
Comprehensive income	883	539
Profit for the period	992	684
Other comprehensive income: movement in foreign currency translation reserve	(109)	(145)
Net (acquisition)/disposal of treasury shares (1)	(98)	(14)
Share-based payments	32	28
Dividends paid	(629)	(419)
Acquisitions, disposals and other movements in minority interests	(93)	(102)
Balance at end of the period	2 608	2 513
Shareholders' fund	29 644	27 260
Minority shareholders' interest	2 513	2 481
Total equity at beginning of the period	32 157	29 741
Total equity at beginning of the period	32 137	23 /41
Shareholders' fund	31 778	29 644
Minority shareholders' interest	2 608	2 513
Total equity at end of the period	34 386	32 157

<sup>&</sup>lt;sup>(1)</sup> Comprises movement in cost of shares held by subsidiaries and the share incentive trust.
<sup>(2)</sup> Dividend of 104 cents per share paid during 2010 (2009: 98 cents per share) in respect of the 2009 financial year.

## Cash Flow Statement

For the year ended 31 December 2010

R million	2010	Restated 2009
Net cash inflow from operating activities	904	3 980
Net cash inflow/(outflow) from investment activities	313	(865)
Net cash (outflow)/inflow from financing activities	(1 037)	519
Net increase in cash and cash equivalents Cash, deposits and similar securities at beginning of the year	180 60 984	3 634 57 350
Cash, deposits and similar securities at end of the year	61 164	60 984

## Notes to the financial statements

for the year ended 31 December 2010

## 1. EARNINGS PER SHARE

EARNINGS PER SHARE	2010 cents	Restated 2009 cents
Basic earnings per share: Headline earnings Profit attributable to shareholders' fund	260,0 280,4	224,2 222,1
Diluted earnings per share: Headline earnings Profit attributable to shareholders' fund	252,4 272,2	218,4 216,4
	R million	R million
Analysis of earnings: Profit attributable to shareholders' fund Less: Net profit on disposal of operations Plus: Impairment of investments and goodwill	5 523 (404) 3	4 388 (35) 76
Headline earnings	5 122	4 429
Headline earnings include re-measurements of investment properties, which are largely attributable to policyholder funds.		
	million	million
Number of shares: Number of ordinary shares in issue at beginning of period Less: Weighted number of shares cancelled Less: Weighted average Sanlam shares held by subsidiaries (including policyholders)	2 160,0 (50,0) (140,0)	2 190,1 (25,1) (189,2)
Weighted average number of shares for basic earnings per share  Add: Weighted conversion of deferred shares  Add: Total number of shares and options  Less: Number of shares (under option) that would have been issued at fair value	1 970,0 26,0 34,9 (1,9)	1 975,8 20,6 37,1 (5,4)
Weighted average number of shares for diluted earnings per share	2 029,0	2 028,1

### 2. SEGMENTAL INFORMATION

	2010 R million	Restated 2009 R million
Segment financial services income (per shareholders' fund information)	31 839	29 279
Sanlam Personal Finance	7 578	6 846
Sanlam Developing Markets	4 411	3 929
Sanlam UK	357	3 929
Sanlam Employee Benefits	2 676	2 190
Short-term Insurance	14 018	13 345
Sanlam Investments	2 114	1 940
Sanlam Capital Management	573	575
Corporate, consolidation and other	112	87
IFRS adjustments	1 898	1 652
Total financial services income	33 737	30 931
Segment result (per shareholders' fund information after tax and minorities)	5 544	4 444
Sanlam Personal Finance	3 335	2 960
Sanlam Developing Markets	179	156
Sanlam UK	111	59
Sanlam Employee Benefits	585	791
Short-term Insurance	922	550
Sanlam Investments	446	540
Sanlam Capital Management	527	220
Corporate, consolidation and other	(561)	(832)
Reverse minority shareholders' interest included in segment result	992	684
Fund transfers	(21)	(56)
Total profit for the period	6 515	5 072

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## Notes to the financial statements

for the year ended 31 December 2010

#### 3. RESTATEMENTS

Channel Life's accounting policies for insurance contracts have been aligned with that of the Sanlam Group by eliminating negative rand reserves held as part of its insurance contract policy liabilities.

Following recent queries from SARS and pursuant to the complete restructuring of Santam's investment portfolio in 2007 and 2008, an additional provision has been raised for income tax relating to the potential under provisioning for taxation on the net realised gains on traded investments during the said periods.

Comparative information has been restated for the change in accounting policies and reclassifications due to re-assessment of Investments classifications, as follows:

Year ended 31 December 2009

R million	Restated	Reported
Shareholders fund at the beginning of the period	27 260	27 651
Shareholders fund at the end of the period	29 644	30 044
Retained earnings at the beginning of the period	22 067	22 458
Retained earnings at the end of the year	23 740	24 140
Minority shareholders' interest at the beginning of the period	2 481	2 596
Minority shareholders' interest at the end of the period	2 513	2 628
Public sector stocks and loans	49 905	50 803
Debentures, insurance policies, preference shares and other loans	30 075	34 792
Cash, deposits and similar securities	49 007	43 392
Deferred tax asset	626	515
Trade and other receivables	24 250	24 261
Insurance contract policy liabilities	124 107	123 774
Taxation payable	2 152	1 870

Comprehensive income for the period

The impact on individual line items in the Statement of Comprehensive Income, basic earnings per share and diluted earnings per share, is immaterial to disclose here separately.

#### 4. CONTINGENT LIABILITIES

Shareholders are referred to the contingent liabilities disclosed in the 2009 annual report. In respect of the pension and retirement fund investigation referred to in note 34.4 of the report, Sanlam and the curator of the funds have reached a settlement agreement. Sanlam made a payment of R175 million to the funds involved. Settlement has also been reached in respect of the Topmed/Selfmed claims against Sanlam Health. An amount of R588 million was paid in January 2011 as full and final settlement of the claims. Both amounts were paid from existing provisions. In addition, the Sanlam Capital Markets' R7 billion guarantee was increased to R8,5 billion. The circumstances surrounding the other contingent liabilities remain materially unchanged.

#### 5. SUBSEQUENT EVENTS

No material facts or circumstances have arisen between the dates of the balance sheet and this report that affect the financial position of the Sanlam Group at 31 December 2010 as reflected in these financial statements.

### Group secretary

Sana-Ullah Bray

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(Registration number 1959/001562/06)

JSE share code: SLM NSX share code: SLA

ISIN number: ZAE000070660 Incorporated in South Africa

#### Transfer secretaries:

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### Directors

Directors: DK Smith (Chairman), PT Motsepe (Deputy Chairman), J van Zyl (1) (Group Chief Executive), MMM Bakane-Tuoane, AD Botha, AS du Plessis, FA du Plessis, MV Moosa, JP Möller (1), YG Muthien (1), TI Mvusi (1), SA Nkosi, I Plenderleith (2), GE Rudman, RV Simelane, ZB Swanepoel, PL Zim

- (1) Executive
- (2) British

#### Sponsor

Deutsche Securities (SA) (Proprietary) Limited