



Sandaba

A new look

New era dawns for Channel4Life

Take a look at the new Channel4Life! With its new branding and facelift this dynamic network marketer wants to bring about positive changes and do business with renewed vigour.

Channel4Life, the network marketing company in the Sanlam Developing Markets' stable, has been rebranded and given a facelift. The company's new corporate identity was launched, Channel4Life was officially welcomed into the Sanlam Group and Rob Ward, former chief executive of Sanlam Sky Solutions, was introduced as incoming strategic partner.

Channel4Life is one of the fastest-growing network marketing companies in the life insurance industry. It uses network marketing as a way to distribute funeral insurance products.

"In understanding the needs of our clients and with the support of Sanlam, Channel4Life decided to embark on a journey of renewal. The business has undergone a complete facelift in terms of management, branding and focus," says Gerhard Maree, chief executive of Channel4Life.

The new Channel4Life was revealed to staff, Sanlam's management committee, Channel4Life Executive Club members and other stakeholders at the Hyatt Regency Johannesburg Hotel in Rosebank. The evening was about the conclusion of one journey and the beginning of another.

The entertainer for the evening, Ian von Memerty, gave a stellar performance with the theme "South Africa's evolution". It was a theme that appealed to the audience as they too have seen Channel4Life in different seasons and phases and are now facing a future brimming with prospects and greater possibilities.

Gerhard says the rebranding will allow them to make some positive changes and to engage with their clients and business partners with renewed vigour and passion. "We plan to become the multi-level marketing company of choice in South Africa."

Channel4Life was established in 2006 as an innovative approach to creating a more direct relationship with clients. It is a proud member of the Sanlam Group and has the financial strength and backing of one of the oldest and largest financial institutions in South Africa. Sanlam's commitment to Channel4Life will support the company's fast-paced growth within the life insurance industry.



> The new Channel4Life logo.

As part of a new generation of empowered South African companies, Channel4Life has gained recognition as a strong, stable player in the industry. Trusted by its clients as "Business Friends 4Life", the company specialises in meeting the unique insurance needs of its clients. At the same time it contributes to the development of the communities in which it operates through its 4Life Network.

According to Gerhard the company aims to share a business opportunity, through its 4Life Network, with people who want more from life. "We strive to turn dreams into reality by empowering business owners to shape their economic and social future."

As a people's business the 4Life Network offers an unsurpassed income opportunity to all South Africans seeking to improve their lifestyle and financial security. Underpinned by the concepts of giving back to and developing communities, Channel4Life has established a shared value system that unites the business and its people.



- 1> The "new" Channel4Life was launched at the Hyatt Regency Johannesburg Hotel in Rosebank. From left are Bongani Mthembu, Wilson Mbanjwa, Z.E. Nzama, Gerhard Maree and Philisiwe Nzama.
- 2> Kgothatso and Musa Modise, and Mark and Gillian Jeffries.
- 3> Garth and Yolanda le Roux, Rob Ward and Lauren Beuster.

- 4> Ian von Memerty gave a stellar performance with the theme "South Africa's evolution".
- 5> A network-inspired theme and décor ...
- 6> To Channel4Life! From left are Dennis Langton, Alisha Ramar, Kgothatso Modise, Garth le Roux, Yolanda Cilliers, Gerhard Maree, Nkhensani Rikhotso and Rob Ward.
- 7> Gerhard Maree, chief executive of Channel4Life.