

The PULSE

EDITOR'S NOTE

Welcome to the very first issue of SF NEWS. It gives me great pleasure to present you with this very light-hearted, interesting and hopefully helpful newsletter that aims to provide you with informative articles and leisurely entertainment during your retirement years. And your retirement years need not be boring – this according to Tamae Watanabe. Tamae reached the top of Mount Everest at the age of 63 on 16 May 2002 – becoming the oldest woman to do so. If you search the internet like I have done, you will find many similar phenomenal achievements by people in their 60s and older – proof that for those who choose it, life begins at 60!

I sincerely hope that you enjoy this issue of SF NEWS, and that you'll look out for the next issue as we plan to issue SF NEWS twice a year. If you have any comments, queries or article suggestions – please let me know. I would love to hear from you – and present you with future newsletters that include the kind of articles that YOU would like to read.

Yours sincerely

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The Editor

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FEATURE FILE

Did you know that one of Seniors' Finance's shareholders, namely Seniors Money International, now provides home equity release loans in six different countries across the world? Proof that the product that we provide here is South Africa (i.e. SF HELP) is successful and in demand, regardless of where in the world it is offered. Let's take a look at their businesses around the globe...

Australia: Australian Seniors Finance

Australian Seniors Finance is managed by a team of professionals with a proven and highly successful track record in the provision of financial services and mortgages, both in Australia and internationally. Funding is provided to Australian Seniors Finance by the Commonwealth Bank of Australia and Hannover Reassurance (one of the world's largest reinsurers).

Canada: Seniors Money Canada

Seniors Money Canada is the Canadian operation of Seniors Money International. Seniors Money Canada specialises in the provision of home equity release loans, their local equivalent is called the "Seniors Money Loan". Seniors Money Canada is the newest member of our family, having commenced trading in September 2007.

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SAHERPA KEEPS YOU SAFE!

Seniors' Finance and SF HELP have been audited by the South African Home Equity Release Protection Association (SAHERPA). Following receipt of a clean bill of health, Seniors' Finance has been approved as an Accredited Product Supplier of SAHERPA.

At the date of publication of SF NEWS, no other home equity release product suppliers had been successfully accredited by SAHERPA. Be wary of product suppliers that have not been accredited by SAHERPA - you could be exposed if they are not accredited - so look out for the seal of approval.

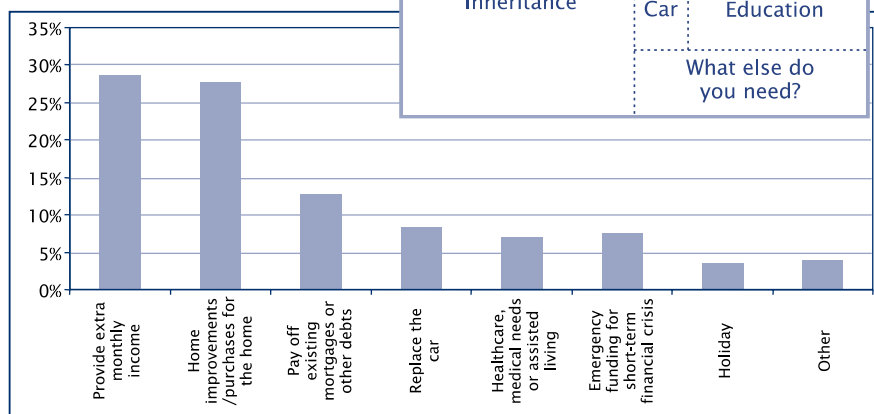


Visit www.saherpa.org.za for more information.

The FACTS

THE MONEY MAPPER

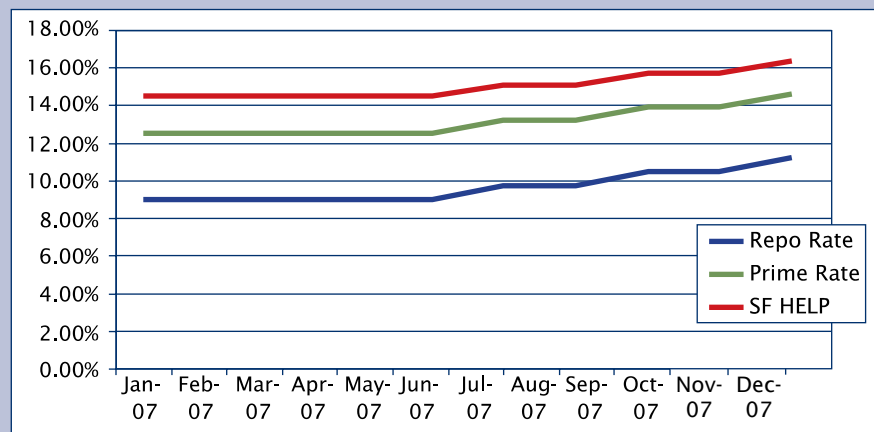
Let's see what borrowers have done with the proceeds of their SF HELP loans...



TAKING AN INTEREST...

A number of interest rate increases have been implemented by the South African Reserve Bank (SARB) during 2007. The supposed aim of these increases has been to keep inflation under control. Interest rates are simplistically the cost of money. SARB's increases in interest rates are then passed on to banks and credit providers, who unfortunately then pass these interest rate increases on to borrowers.

The graph below reflects changes to the Repo Rate (by SARB) and the effect that this has had on the prime interest rate, and in turn the interest rate applied to SF HELP loans in the calendar year to 31 December 2007:



We are all hoping that interest rates will stop going up, and even possibly go down in 2008, but who can tell what the future holds.....?

WHAT'S ON THE GO? SEMINARS!

We held a number of successful client seminars around the country in 2007, and will do the same thing in 2008. Keep an eye on our website for details...

In addition to our scheduled seminars, if you have a group of 30 or more people who would like to learn more about the concept of home equity release, give us a call - we would be happy to arrange a special seminar for your group free of charge!

PRODUCT PROBE: WHAT ARE THE MAIN FEATURES OF SF HELP?

To qualify	You and your spouse / partner must be 65 years of age or older. You must own and live in the property that you want to offer as security.
Loan Use	You can use the loan proceeds for whatever you choose - from meeting retirement needs to fulfilling retirement dreams.
Ownership	Seniors' Finance does not buy a share of your home. The loan is secured against your home. You continue to own your home, which means that you benefit from any future appreciation in its value, and you have continued rights of residence.
Drawdown Options	Lump sum or five equal annual installments. If you draw less than the maximum at the outset, and you set up an Express Top Up, you can access a portion of the remaining balance in the next five years. Additional loans may also be granted thereafter, taking into account your increased age and the increased value of your property.
No Regular Repayments	No monthly repayments need to be made, not even the interest, unless you choose to do so.
Interest	The loan rolls up over time as interest is added on a monthly basis. The interest rate is variable, and changes as the prime interest rate either increases or decreases.
Repayment	The loan will typically be repaid by your estate after you have passed away, which is why we describe SF HELP as a "lifetime loan". You can however repay the loan at any time that you choose, without any penalties whatsoever.
Loan Repayment Guarantee	As long as you have adhered to the terms and conditions of the loan, you will never have to repay Seniors' Finance more than the net sale proceeds of your property. We carry the risk for any short-fall.
Selling or moving	You would need to repay the SF HELP loan on moving, but could apply for a new loan using your new property.

A CASE STUDY IN POINT: WIN A GIFT HAMPER!

SF HELP, Seniors' Finance's market-leading home equity release loan, has already improved the lives of many South Africans. You might be one of these very people! Would you like to share your story? Seniors' Finance would like to publish the real-life accounts of how SF HELP has been used by satisfied customers in future editions of SF NEWS. We'd like to share your story – irrespective of whether SF HELP assisted in meeting your retirement needs or helped you to fulfill your retirement dreams. If we publish your story, we will send you a magnificent iKofi gift hamper containing coffee, chocolate and biscotti, beautifully prepared and packaged by Johannesburg Child Welfare, as a token of our appreciation.

If you'd like to be part of this exciting initiative, please call the Editor (Nic Craig) on (011) 269 0670 and share your story with him. Nic will take your details and consider all submissions received by Seniors' Finance before deciding on the winning entry. If you are a winner, we will visit you in order to deliver your prize. We'll also use this opportunity to interview you for our article, and probably take a photo of you with your gift hamper before you get stuck into it!

MEET WILLIAM WALLACE

In every issue of SF NEWS, we will introduce you to a different member of our team. For this edition, it gives me great pleasure to introduce you to William Wallace. William is loved in our South African team and by our customers for his dry sense of humour and unflinching commitment to customer service. This is how William describes himself:



- **Job title:** SF HELP Loan Administrator.
- **Job function:** I process our clients' SF HELP applications, right from the point at which the application is initially received through to making the actual loan payment, and of course dealing with queries and problems along the way. It's great to be able to help customers resolve any difficulties with their SF HELP applications – I hope I make their lives a little easier through my involvement.
- **What is the best advice you have ever been given?** You will never get to run the mill by doing run of the mill work.
- **How has this advice changed your life?** It quite simply puts into perspective that merely meeting expectations, whether it is at work or at home, is not enough to help you achieve your goals. You need to go that extra mile (or twenty!) to exceed expectations, as this is what will ultimately ensure that you achieve, if not exceed, your goals.
- **What is the best thing about working for Seniors' Finance?** Being part of a team that is truly dedicated to making a positive difference to our clients' lives.

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Ireland: Seniors Money Ireland

Seniors Money Ireland (trading as Seniors Money) is a joint venture company which is equally owned by Seniors Money International and the IFG Group. Seniors Money Ireland originates "Lifetime Loans", which are in turn written by Seniors Money Mortgages, which is wholly-owned by Seniors Money International. The Lifetime Loan is regulated by the Financial Regulator in Ireland.

New Zealand: Sentinel

Sentinel was launched with the specific aim of providing New Zealanders with the very best features of a retirement lifestyle enhancement concept known as the home equity release loan. Sentinel was the first business to be established by Seniors Money International, and is the market-leader by a considerable margin in their home country.

South Africa: Seniors' Finance

Seniors' Finance is a majority-owned South African company. The majority South African shareholder is Alexander Forbes, the minority shareholder is Seniors Money International which is based in New Zealand. Seniors' Finance is the first company in South Africa to offer home equity release loans, another first for the broader Seniors Money International group of companies.

Spain: Seniors Money

Seniors Money International, the world's leading specialist in providing home equity release loans to the senior citizens, joined forces with Blevins Franks International, the largest firm of financial advisers providing tax and investment planning services to retired expatriates living in Southern Europe, in order to offer the revolutionary "Seniors Money Lifetime Loan" in Spain. Seniors Money will expand its offering to the local Spanish market, over-and-above the existing expatriate offering, in the very near future.

FEEDBACK FORUM

Although we only formally launched SF HELP in late 2006, we can already share some very positive feedback that we have received from people who have made enquiries about SF HELP:

Mr N from Auckland Park: "An excellent feature, I must congratulate you!"

Dr L from Pretoria: "It's wonderful that you have provided this....a very good social service"

Ms J from Westville: "I listened to your talk on the radio last night and have to say how excited I am about the launch of your new product.....I now have the peace of mind that I don't have to move out of my home in order to unlock the capital."

If you have any feedback – good or bad - we would like to hear from you. Please send your feedback to the Editor (see contact details on the first page of SF NEWS).

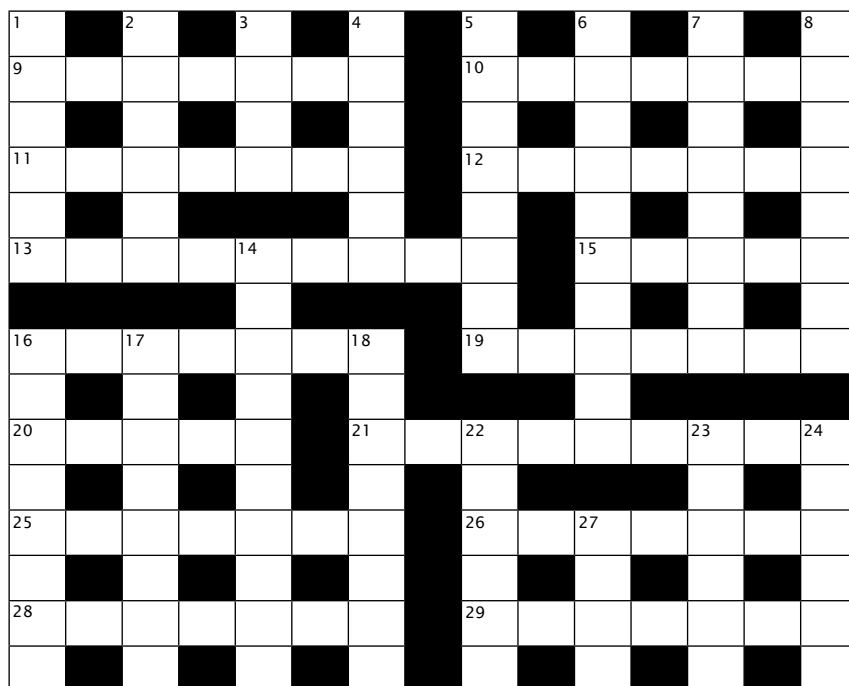
QUICK CROSSWORD

Across

- 9 Incapable (7)
10 Perform surgery (7)
11 Large outdoor fire (7)
12 Cultivation (7)
13 One of the Little Rascals (9)
15 Desire strongly (5)
16 Employments (7)
19 Likes better (7)
20 Carry along (5)
21 Leased (9)
25 Commotion (7)
26 Train track (7)
28 Dealers (7)
29 Glanced at (7)

Down

- 1 Brouhaha (6)
2 A small African fox (6)
3 A beautiful and graceful girl (4)
4 Member of an ascetic Jewish cult (6)
5 Pace (8)
6 Distribution of forces (10)
7 Drool (8)
8 Garments for legs (8)
14 Vintner (10)
16 Live in (8)
17 Trains (8)
18 Bagless (8)
22 To the opposite side (6)
23 Set a tape to the beginning (6)
24 Wood nymphs (6)
27 Formerly Saddam's country (4)



HEALTH SNIPPET: DOES YOUR MEMORY CHIP NEED UPGRADING?

If only it was that easy! The good news is that there are ways to improve your memory, these include:

1. Regular exercise

Increases oxygen to your brain and reduces the risk for disorders that lead to memory loss such as diabetes and cardiovascular disease. Regular exercise may also enhance the effects of helpful brain chemicals and protect brain cells.

2. Healthy sleeping habits

Sleep is necessary for memory consolidation. Sleep disorders like insomnia and sleep apnea leave you tired and unable to concentrate during the day. This might explain the Editor's behaviour!

3. Not smoking

Smoking heightens the risk of vascular disorders that can cause strokes and constrict arteries that deliver oxygen to the brain.

4. Healthy eating habits

You probably already know that a diet consisting of fruits, vegetables, whole grains, and "healthy" fats will provide lots of health benefits, but can also improve your memory. Research has shown that the following nutrients nurture and stimulate brain function:

B vitamins (especially B6, B12 and folic acid)	Spinach and other dark leafy greens, broccoli, asparagus, strawberries, melons, black beans and other legumes, citrus fruits, soybeans
Vitamins C and E, beta carotene	Blueberries and other berries, sweet potatoes, red tomatoes, spinach, broccoli, green tea, nuts and seeds, citrus fruits, liver
Omega-3 fatty acids	Cold-water fish such as salmon, herring, tuna, halibut, and mackerel; walnuts and walnut oil; flaxseed and flaxseed oil

DID YOU KNOW: PENSIONER DISCOUNTS

Did you know that the South African Association of Retired Persons (SAARP) is a service organisation for people over 50, and membership of SAARP is offered for free!

SAARP has over 100 000 members country-wide, so you can imagine the influence that they wield on behalf of their members. SAARP members qualify for many great benefits such as discounts on car rentals and holiday bookings, or access to the internet for as little as R59 per month.

For more information, call SAARP on (021) 592 1279 or visit the website at www.saarp.co.za.