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Erol Zeki appointed CEO of Sasfin Wealth

FOR IMMEDIATE RELEASE

Sasfin Wealth is pleased to announce the appointment of Erol Zeki as CEO. Zeki has more than 17 years' experience in financial services, and succeeds Michael Sassoon, who will continue as an Executive Director of Sasfin Holdings and a Board member of all the Sasfin Wealth businesses. Zeki joins from SIPP Investments, a financial services business that he founded three years ago.

Prior to founding SIPP Investments, Zeki was the CEO at FNB Securities, previously BJM Private Client Services. During his 14 years at BJM, he held various positions including that of stockbroker, portfolio manager and later, CEO. During his tenure, he was responsible for integrating BJM into FNB and managed the subsequent re-branding to FNB Securities.

According to Michael Sassoon, outgoing Head of Sasfin Wealth, Zeki's versatile experience and background in private client wealth management made him the ideal candidate to take the business forward.

"Since Erol has direct portfolio management experience, has run a large private client business in FNB Securities and has established a successful technology-based financial services business, we are confident that this combination of experience is unusual in the market and places Erol in a strong position to lead our business in its next stage of growth," Sassoon says.

Speaking on his appointment, Zeki said he was excited to leverage off the experience and insights of Senior Executives in the business, and in conjunction with them, drive and grow the business' strategic offering and scale in a highly competitive sector:

"Having spent the bulk of my career at a close competitor to Sasfin Wealth, I've always admired and respected the business. Having now spent considerable time with management during this process, I believe this is one of the most well positioned businesses in the market, and am excited and humbled to have been entrusted with the opportunity to lead the business," adds Zeki.

Zeki holds a B.Com in Investments and Marketing and B.Com (honours) in Investments and Securities from the University of Pretoria. In addition, he is a CFA charter holder and is a registered member of the South African Institute of Stockbrokers (SAIS).

Acquisition of SIPP

Independent of Zeki's appointment, Sasfin has entered into an agreement to acquire SIPP Investments. The business has built strong technology and financial services capabilities which can complement Sasfin Wealth in delivering seamless solutions via wealth managers, portfolio managers and independent financial advisors to the investor community.

Some of SIPP's current offering includes managed segregated portfolios, a range of SIPP branded tax efficient wrappers, online financial needs analysis tools and an advisor portal for independent financial advisors to electronically on-boarding and service clients. SIPP primarily markets its solutions and tools to independent financial advisors.

This offering will be integrated into the Sasfin Wealth suite of products and solutions over the coming months

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