

ONE GOAL.
ONE PLAN.
ONE
SOLUTION.

WHY SETTLE
FOR LESS?



THIS IS NOT A REHEARSAL.

It is said that behaviour is truth.

And the truth about 10X is rooted in its one, simple, optimal retirement solution.

A simple product means simplified administration and reduced costs.

Simplicity allows for clarity and transparency in our regular reports.

Transparency and openness mean our members are never kept from how their investments are performing.

The beauty about such a revolutionary approach to investing for retirement means that we have nothing to hide.

In fact, we'd be more than happy to share our formula with you:

- With 10X, your investment is based on your time horizon, and our portfolios track the index, rather than the whims of a fund manager.
- The cost savings that result allow us to charge less than half the industry standard in fees.
- What may have gone towards costs at any other institution is invested on your behalf (not ours), which then compounds over your investment period.

No wonder, then, that over forty years our members can look forward to returns of as much as 60%* more than they might with most other retirement investments.

How many times are you planning to retire anyway?

**2% more in returns will increase your final pension by approximately 60% over a 40-year working life. High fees and underperforming fund managers can erode 2% of your long-term investment return.*



10X

The most effective solutions, they say, are born out of need.

And when founder and CEO Steven Nathan set out to establish 10X, he had not only identified a clear need amongst retirement fund administrators, but also had a clear vision for the future and the growth of his company.

10X set out to provide retirement investment solutions that are effective, simple, transparent and most importantly, ensure that individual investors have more money at retirement.

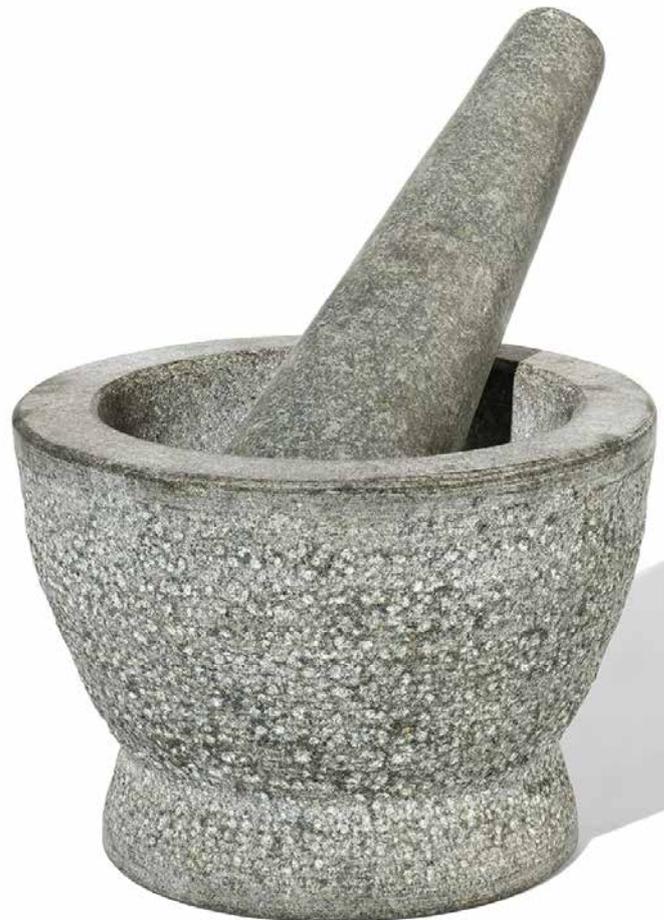
While 10X today is owned in part by Old Mutual Private Equity, management and private individuals, and has grown to manage several billion in private and corporate retirement funds, the ethos on which the company was based is as relevant as it has ever been.

ONE SOLUTION.

Choice is not always a good thing. The retirement industry today offers thousands, if not tens of thousands, of investment products. And with each new fund launched, the choice grows – and so do the chances of making the wrong decision.

At 10X, we approach the challenges of retirement differently. We offer one optimal investment solution, in which your investment is based on your time horizon within Life-Stage Portfolios. Investors can opt out of Life-Stage Portfolios and choose a High, Medium or Low equity portfolio instead, which can be accessed directly through 10X or through a financial advisor.

It's that simple.



THE
PERFECT
FORMULA
FOR A
COMFORTABLE
RETIREMENT:

Save 15% of your salary for 40 years in a high equity tracker fund paying total fees of 1% or less.

IT'S ABOUT TIME.

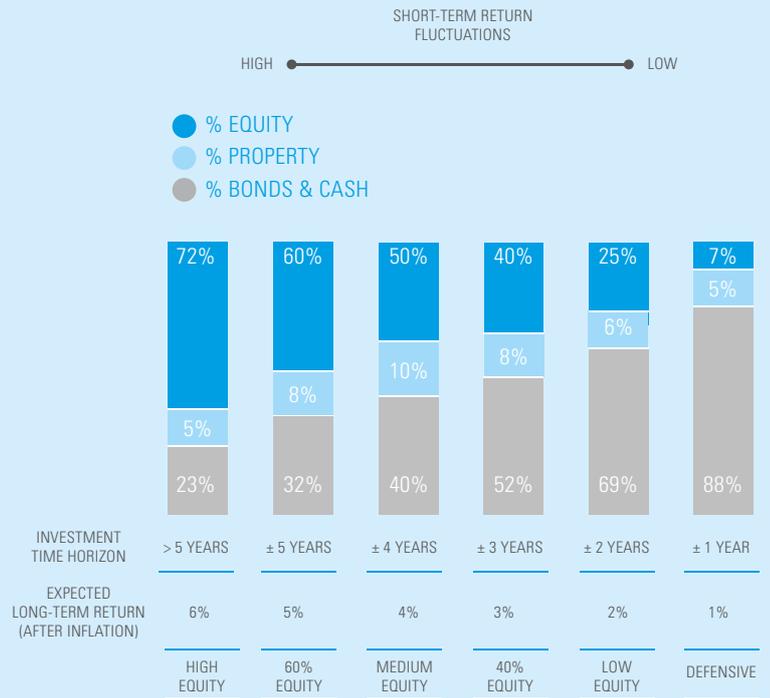
Your best protection against risk is time.

While equities can generate high returns over the longer term, their short-term performance is unpredictable.

At 10X, we allocate your savings based on your time horizon. We call this Life-Stage Investing, and it presents you with the most risk-appropriate investment portfolio that reflects your investment time horizon.

Rome, as they say, wasn't built in a day – and nor are solid retirement returns.

10X Life-Stage Portfolios



MONEY. NOT EMOTION.

Funds under 10X's management track the Index, protecting the investor from making emotional decisions based on past performance or current market trends.

Time, of course, is the key ingredient here. Because instead of throwing one's lot in with the latest bubble or crash, it's a fact that, over time, investments which track the Index stand the best chance of weathering market fluctuations.

It might not seem like a very exciting way to make money – until the day of maturity, of course, when the investor finds rather more money in his or her hands than they might have done otherwise.

Living proof of what happens when logic rather than emotion dictates how the investment behaves.

ONLY 1 IN 5 FUNDS WILL BEAT THE INDEX.



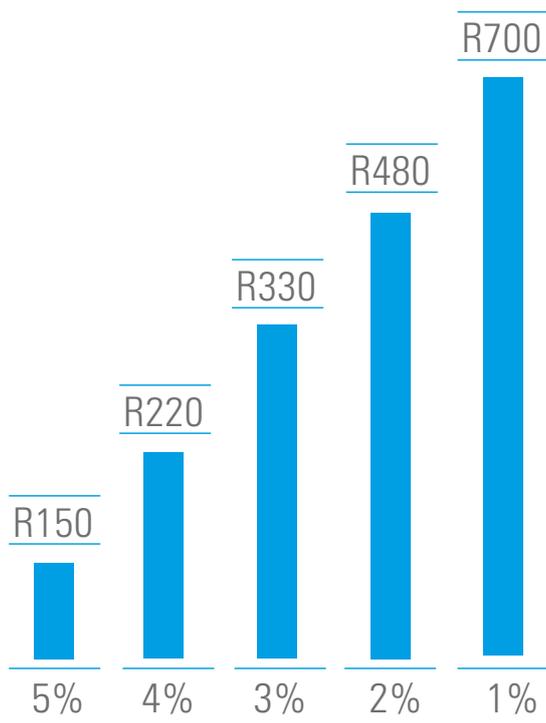
WHICH ONE DO YOU THINK IT IS?

RETURNS. NOT FEES.

Tracking the Index aside, one of the reasons our investors end up far better off at retirement is that our fees are less than half the industry average fee of 3%. The fees saved with 10X are added to the retirement investment to compound over time.

And the result is that with 10X, investors can look forward to as much as 60% more in returns over a 40-year investment period. As we constantly ask, why would investors settle for less?

Future value of R100, invested for 40 years with 6% pa return after inflation, before fees



Fees as a percentage of savings

SIMPLICITY TRUMPS COMPLEXITY.

Can simple be effective? Yes it can – especially in an industry renowned for its tendency to over-complicate matters.

At 10X, we don't hide behind the layers of paperwork and personnel which most retirement institutions have put in place to make the simplest questions difficult to answer.

And because our retirement investment product itself has been designed to be as simple as can be, it's also simple and efficient for us to administer.

From your very first contact with 10X, you'll notice right away how we've structured our product and the way we do business to make things straightforward.

WHAT YOU SEE IS WHAT YOU GET.

We never forget whose money we're working with. So it's as much in our interests as it is in yours to maintain transparency and clarity throughout the lifetime of your investment.

Our highly qualified administration team is efficient and focused.

Our reporting is simple and comprehensive. As a member, you'll receive annual benefit statements, quarterly reviews and investor newsletters – each presented in plain language, with simple, clear graphics.

And of course you're free to contact us with questions or concerns whenever they arise.

SUPERIOR INVESTMENT PERFORMANCE.

R100 invested in the 10X High Equity Fund in Jan 2008 (10X's inception) would have grown to R225 by 31 July 2014, before fees. This compares to R213 with the average fund manager before fees. Assuming a 1% fee save (10X saves most of its clients 1% in total fees for administration, advice and investment management) with 10X, the return from the average manager reduces to R199. Over the period, 10X has consistently outperformed the average fund manager by 1% pa before fees and by 2% pa including a 1% fee saving.

10X RETURNS VS. LARGE FUND MANAGER



SOURCE: 10X, ALEXANDER FORBES LARGE MANAGER WATCH SURVEY. DEC 2007 - JULY 2014

INVESTMENT RETURNS PA (BEFORE FEES)

31 July 2014	10X High Equity	Manager Ave.	Mngr ave. less 1% fees	10X excess
1 Year	22,2%	20,7%	19,5%	2,7%
3 Year	20,4%	19,3%	18,1%	2,3%
5 Year	18,0%	16,8%	15,6%	2,4%
Since inception Jan 2008	13,1%	12,1%	11,0%	2,1%

TIME. IT'S ON YOUR SIDE.

Markets crash, unfortunately (and even though this generally only happens once every twenty-five years, we'd never attempt to predict the next one).

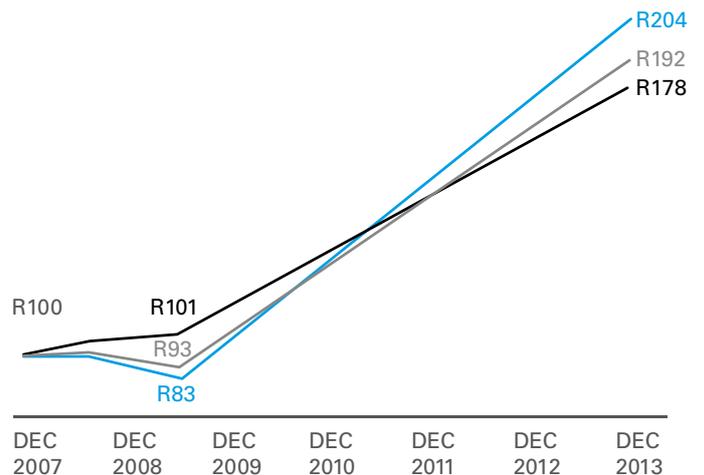
As the graph below shows, such an event may mean that your investment value decreases over the short-term. But take a look at how the three 10X Portfolios performed during and after the global financial crisis of 2008/9.

The Low Equity Portfolio incurred the smallest losses over the crisis period, but by December 2013 had the lowest returns of the three.

The Medium Equity Portfolio weathered the crash reasonably well. And while the High Equity (long term) Portfolio took the biggest hit over the crisis, by December 2013 it had gone on to return more than double the initial deposit of R100 shown on the graph.

That is why it's vital that you're invested in a portfolio that best meets your life-stage needs and your time horizon.

- High Equity Portfolio
- Medium Equity Portfolio
- Low Equity Portfolio



Source: 10X (December 2007 - March 2014)

HERE WE ARE.

The one time that we believe choice is a good thing is when it comes to your getting in touch with us, and when it comes to keeping tabs on your investment.

You can visit our website at 10x.co.za, where you can log in securely and track the progress of your investment at any time, day or night.

Through our website, you can access our blog, where we share pertinent news and considered opinion on matters of retirement.

You can download our mobile app, available for Android and iOS, and easily access your investment information on the fly.

Or of course, if you prefer to deal with one of our staff members, simply phone us, or send us an email or fax.

Add transparency to simplicity, and you get the peace of mind that comes with ease of access.

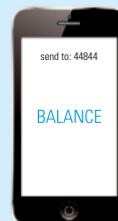
Why not try our Retirement Calculator and interactive educational material on our website? They'll give you a great idea of what you should be considering for a secure retirement.



Visit our website at 10x.co.za, where you can log in securely and track the progress of your investment at any time.



Download our 10X Investments mobile app and easily access your investment information.



Or simply call us on 021 412 1010, email us at info@10x.co.za, or send a fax to 086 520 1972. 10X clients can SMS the word "Balance" to 44844 at any time to receive their current investment value.

CHOICE.
HOW COMPLICATED
DOES IT NEED
TO BE?



OUR CLIENTS

The name "10X" comes from Andy Grove, former CEO of Intel. He describes a force that changes the fundamental rules of an industry as a "10X" force, something that makes it ten times harder for others in the industry to compete – an appropriate name given our challenge to the fundamentals of the retirement industry. We pronounce it "ten-ex".

10X shareholders include Old Mutual Private Equity and management. We serve companies in all industries – from finance, retail, education, telecommunications, property, media and advertising, to the engineering and technology sectors.

We manage several billion rands in private and corporate retirement investments. Our clients include Virgin Active, EOH, Deutsche Bank and Macquarie Bank.

Cape Town
 Suite 105, Foyer A, Sovereign Quay
 34 Somerset Road, Green Point
 Cape Town 8005
 T: 021 412 1010

Johannesburg
 Upper Grayston Office Park, Block D
 Cnr of Linden and Ann Crescent, Sandton
 Johannesburg 2146
 T: 0861 109 109

E: info@10x.co.za
 F: 086 535 2070
 W: www.10x.co.za

WHY SETTLE
 FOR LESS?



10X Investments is a licensed Financial Services Provider #28250 and S13B Pension Funds Administrator #24/444. The 10X Living Annuity is underwritten by Guardrisk Life Limited (a registered Long Term Insurer and licensed Financial Services Provider #76). This brochure applies to regulations as at August 2014.