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# AFRICA Forbes

**INSIDE**

Exclusive Interview:  
Melinda French Gates  
The Boom In  
Mushroom Farming

# The Money Managers

Andrew Moller  
Delphine Govender  
Andrew Ratcliffe  
Sizwe Nxedlana

**BILLIONS OF ASSETS UNDER MANAGEMENT: TRENDS AND THEMES FROM THE ADVISORS DRIVING WEALTH CREATION, INVESTMENT AND GROWTH ON THE CONTINENT**

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safeguard their own  
 that the clients?  
 Govender explains  
 woman who  
 then left to start  
 over the long  
 people like her  
 “Women are  
 of the high-net-  
 is going to continue  
 key jobs, like CEOs, found...

“the biggest shift is  
 ‘younger people,’  
 and I’m now a  
 in a business and  
 our who hopefully,  
 are are more  
 growing proportion  
 they are. Their wealth  
 women are actually in  
 entrepreneurs,” she says.



## ANDREW RATCLIFFE

Co-Founder and Director  
 Private Client Holdings

### ‘THIS IS A BUSINESS OF TRUST’

He’s a prolific mountain biker, kite surfer, surfer, fly fisher, and been a wealth advisor for more than 20 years and in the industry for almost 30. While in military service, he realized a tertiary education would set him apart from the rest.

The company he co-founded, Private Client Holdings, oversees a team of 110, managing over R10 billion (\$570 million) in assets.

The transformation from a small accounting and tax practice into a full-service multi-family office has been a highlight

of Ratcliffe’s career. In 2017, Private Client Holdings was recognized as the ‘Best Adviser Firm’ in South Africa by The International Adviser Best Practice Adviser Awards. Since then, the firm has won several more. Ratcliffe was recognized as one of the top 100 Most Influential Advisors Globally by International Adviser in 2020. The following year, Private Client Holdings was acknowledged as a top boutique wealth firm in South Africa at the Intellidex Top Private Banks and Wealth Managers Awards.

Backtracking to the early days, he remembers filing tax returns, drafting wills, winding up estates, giving financial advice – all while trying to keep up a social life as a young man. He says it takes a decade of learning before you have the conviction of your own advice, as it is a vast and humbling subject.

Notable assets that the company currently has under management run across private equity, both local and offshore, commercial properties, lifestyle assets such as game farms, yachts, collectible art and cars. Also under their care are a variety of assets, conventional and unconventional, with a minimum investment threshold starting at \$1million. Their ideal client invests at \$10 million.

He says that while South Africa has its challenges, the country still has a middle-income class that is steadily moving towards high-net-worth.

“If we want to get our growth back on track, we need to basically attract foreign direct investment or rebuild as much infrastructure, things like the rolling stock and the railway

**“ THESE FAMILIES ARE INTELLIGENT, AND SO IS THEIR MONEY. AND THE MONEY GOES WHERE THE OPPORTUNITIES ARE, AND THE FAMILIES OFTEN FOLLOW.”**

networks.”

Simultaneously there is also immigration, or families choosing semi-gration – moving to areas such as the Western Cape province in South Africa. He says they are also leaving South African shores in search of more tax-friendly jurisdictions, opportunities as well as popular residency and citizenship programs.

“These families are intelligent, and so is their money. And the money goes where the opportunities are, and the families often follow.”

Another trend Ratcliffe is seeing is the move towards digital currencies, known as cryptocurrencies, and alternative asset classes. Embracing technology is just as fundamental now to his advice, he adds.

“There are a myriad of other options now available and becoming more mainstream, but like anything – buyers beware. There’s got to be a good reason to have it as an asset class in one’s portfolio.”

Ratcliffe believes that digital currencies are quite dynamic and will take various iterations, in future, with many false starts and

happy investors but tears along the way as well.

Private Client Holdings have a number of corporate social investment initiatives across education and environment. They support REAP, a rural education access program, helping previously disadvantaged students through tertiary education. They also partner with Greenpop, who've planted 177,000 trees over the last 12 years. They also get involved in multiple exercise projects such as UCT cycling, at the University of Cape Town, and a development program in Masiphumelele, also in Cape Town, providing life skills and mentorship to young people – beyond just learning how to ride a bike.

Ratcliffe says they are seeing a demand for doing the right thing;

clients' values also feed into their ethos and advisory process, with a shift towards ESG and being mindful of issues like climate change. To implement ESG strategies, he explains they've sought out the best fund managers in the market, mainly from a global context, and are skilled in constructing portfolios suited to individual and family needs.

"It's a big job, and it requires a lot of attention, a lot of focus, empathy, care and listening. I think that's something that is often glossed over. It's not a mechanical process. A lot of it is almost being like a counselor and a coach and listening very carefully to the needs and the wants and the fears and the dreams of your clients."



## SIZWE NXEDLANA

CEO, FNB Wealth and Investment

### 'MORE COMMUNICATION AND EDUCATION ABOUT THIS CAN ONLY BE HELPFUL'

Hailing from the city known for its idyllic beaches, Durban in KwaZulu-Natal, South Africa, Sizwe Nxedlana tells FORBES AFRICA that his aspirations in entering this industry, 17 years

ago, was to "improve the financial position of as many households as possible and creating prosperity as a result."

To date, his achievements are all linked to his goal of helping people thrive and prosper.

"I derive a lot of energy from the feedback we receive from clients," Nxedlana says. "Over the years, we have embraced an advice-led philosophy that is more holistic and integrated for our clients. We have been able to shift towards optimizing clients' balance sheets and unlocking enormous value as a result because we have mature banking solutions. The fact that this advice along with the products that fulfill the advice can be provided on a digital platform with or without assistance has meant we are able to reach more people."

In 2018, according to *BusinessTech*, FNB Private Wealth was in the top five of the *Euromoney* list for best private banks and wealth managers in South Africa in the categories of commercial banking and innovation.

All of this stems from Nxedlana and his team's understanding of the trends and themes in South Africa's current investment and wealth landscape.

Growth has been a key theme for the industry, Nxedlana notes during the interview with FORBES AFRICA.

"I would say the biggest trends I have noticed over the past few years include consistent strong growth in deposits into cash and near cash investments despite low interest rates. Secondly, an increase in offshore diversification. Third, there has been growing interest in the stock exchange, especially during the pandemic. Fourth is the increasing interest in passive alternatives especially among high-net-worth families and in ESG-linked products," he says.

Environmental, Social and Governance (ESG) is an investment methodology that takes into account a variety of factors outside of the bottomline and views capital as a conduit for social good. It has gained prominence in the developed world but is now a feature of more mature financial markets, such as South Africa, on the continent.

"ESG issues are becoming a major influence in how portfolios are being constructed which overtime have positive outcomes for society, environment and improve governance. However, one of the big initiatives we have embarked on is to use our digital platform to provide clients with the ability to buy and finance solar energy. This