

SPECIAL
EDITION

Our Story

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IF CAPITAL



The story of If Capital began in 2017 when our founders, Van Zyl du Preez and Duncan Cairns, first met.

From their very first conversations, they shared a vision: to establish a Category II FSP within the Third Age Group that could provide discretionary investment

services and long-term value to the group's clients.

In 2018, the company was formally registered. What followed was not a rushed launch, but nearly two years of deliberate planning and refining. The founders wanted to get the

structures right, understand exactly how the business should be positioned in both the group and the broader market, and set the tone for what If Capital would stand for in the years to come.

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NAVIGATING CHALLENGES

As the plans were nearing maturity, the Covid-19 pandemic hit and brought the world to a standstill.

While many firms were forced to act quickly, our founders chose patience. They used this time to sharpen strategy and prepare for the right moment to introduce If Capital to clients. It was a delay, but one that ensured the company launched on strong footing rather than rushed execution.

THE LAUNCH AND GROWTH

In late 2021, with the worst of Covid

behind us, If Capital officially opened its doors to clients. The response was immediate and positive. Since then, the business has grown steadily, both in the number of clients we serve, and the team of investment professionals dedicated to safeguarding and growing client wealth.

Today, four years later, If Capital is proud to manage a diverse range of client portfolios and to have earned the trust of individuals, families, and businesses who rely on our expertise. Our growth has been guided by the same principles of patience, discipline, and quality that shaped the early years.

SYNERGY AT THE CORE

The success of If Capital lies in the synergy between its founders and partners:

Van Zyl brought the knowledge, experience, and the all-important Category II FSP license.

Third Age Group provided the critical infrastructure—support structures, distribution channels, and

marketing capabilities, that allowed the business to scale quickly and serve clients effectively.

This collaboration created a platform that blends entrepreneurial drive with institutional strength, a combination that continues to set If Capital apart in the market.

LOOKING AHEAD

From those first conversations in 2017 to the present day, one thing has remained constant: the belief that taking the time to build the company right was the only way to ensure long-term success.

As we reflect on our history, we are proud of how far we've come and deeply grateful to the clients who have entrusted us with their investments. The journey has only just begun, and at If Capital we are more excited than ever about the opportunities ahead as we continue to grow alongside you.



If Capital is a registered financial services provider (FSCA License 51648), offering both discretionary investment management (Category II) and advisory/intermediary services (Category I).