

Coronation commercial based on true-life story

28 September 2010

Coronation Fund Managers' new television commercial, which is based on the wonderful true-life story of Christian The Lion, recently launched on national television.

Shot by award-winning director Mike Middleton, the commercial recreates a moving story that begins in the hustle and bustle of the high streets of London in the 1960s and ends in the breathtaking savannahs of Africa. *"The ad shows the touching relationship between man and beast, illustrating the Coronation ethos that over time 'Trust Is Earned',"* explains FoxP2 creative director Justin Gomes.

In this remarkable story, two friends decide to buy a lion cub from a department store in London and name him Christian. They take care of his every need, nurturing him until the time comes that he outgrows their apartment and has to be released into the African wild. Despite being warned that the lion would not remember them, the two friends decide to visit Christian in Africa some years later. The commercial captures this most incredible reunion, proving memory to be more powerful than instinct. *"Using the story of Christian as an analogy, the ad suggests that in both life and investing, trust is earned - not given,"* says Gomes.

Explaining the ethos of 'Trust Is Earned', Coronation chief investment officer Karl Leinberger says: *"For many investors the fallout of the financial crisis and the ongoing volatility has left them bewildered; uncertain of where to invest or which institution to trust. At Coronation we focus on creating long-term wealth for our clients - a philosophy that has never been more relevant than it is today. For the past 17 years we have worked hard to earn our clients' trust, supported by the strength of our long-term investment track record."*

While filming the commercial, the welfare of the lions was monitored by veterinarian Hamish Currie, a director of NGO Back to Africa. Coronation is a proud sponsor of Back to Africa whose projects include returning animals from zoos worldwide to their natural habitat in Africa - much like Christian.

To view the ad, simply visit www.coronation.co.za/trustisearned

Enquiries

Coronation Fund Managers

Eric Fologwe, Marketing Manager

T: 021 680 2419

E: efologwe@coronation.co.za

Notes to the editor:

Coronation Fund Managers

Coronation Fund Managers offers individual investors a focused range of domestic unit trusts, international funds and retirement products. It is one of the country's most successful fund management companies, managing some of the largest occupational retirement funds in South Africa. Headquartered in Cape Town it has offices in Johannesburg, Pretoria, Durban, Gaborone, Mbabane, Windhoek, London and Dublin. Coronation is listed on the Johannesburg Stock Exchange and assets under management as at the most recent quarter-end (30 June 2010) total R175 billion.

Back to Africa

Back to Africa was founded in 2000 as a non-profit organization that offers an alternative approach to species conservation. Over the period the organisation has concerned itself with the restoration of mammalian populations in Africa that have been decimated as a result of poaching and habitat destruction. Back to Africa identified that by relocating rare and endangered African species that exist in zoos worldwide to their natural habitat, one could achieve the dual objective of enhancing the existing populations as well as improving their genetic integrity. To date, the organization has successfully reintroduced the rare sable antelope to the Mokala National Park close to Kimberley and has recently moved the remaining four fertile Northern White rhinos left on earth to the Ol Pejeta conservancy in Kenya.

For more information visit www.backtoafrica.co.za.
