

The time has come to move forward, disrupt, and revolutionize the South African insurance industry with a new and UNIQUE offering that speaks directly to the most **underserved** market in our industry: **South African men!**

Men are by far the biggest financial contributors to our industry and have been for a very long time. Their dynamic lifestyles, habits, and priorities shape the risks they face and, in turn, the kind of cover and support they need.

At First 4 Men, we are committed to putting the interests and priorities of men and their families **FIRST** with solutions that truly connect with their lifestyles.

### About Us

- Established in 2008, First 4 Men is set to disrupt the South African market by offering men something truly valuable and definitely overdue. But this doesn't mean that our origins aren't rooted in rich, deep, ancient tradition – with a purpose.
- From the dawn of time, MAN has built, protected, and provided. He first crafted a primitive shelter, claiming his territory as a castle—a sanctuary for his family and a shield against predators. With tools, he shaped his world, hunting for food, building a better life, and defending his tribe. When he discovered fire, he shared its warmth, using it to keep his loved ones safe, ward off danger, and survive the coldest nights. Survival, strength, and protection—it's in a MAN's nature.
- A leader, provider and protector – a man's instincts to feel responsible for himself and his tribe are deeply rooted in ancestry, society and tradition. We're here to **protect the protectors**. To look out for men. To support them on their paths by truly having their backs.

### Our Team

- At **First 4 Men**, our success is driven by a team of dedicated professionals who bring expertise, innovation, and passion to everything we do. Each member of our team plays a vital role in delivering high-quality services and ensuring customer satisfaction.
- In today's fast-paced world, staying ahead demands constant innovation. Our tech and inspired team crafts cutting-edge solutions that keep our products and services relevant and competitive, all while maintaining a personal touch.

### Our Vision

- Our goal is to create a brand that forges deep emotional connections with customers by aligning with their interests, values, and everyday experiences.
- We strive to understand their needs, aspirations, and challenges, allowing us to build trust and a sense of community. Through meaningful engagement, personalized solutions, and authentic storytelling, we go beyond just offering products—we create a lifestyle that our customers can relate to and be proud to be part of.

**Relax man.  
We've got you  
covered**

**First 4 Men Insurance** | Company registration number: 2008/020612/07  
Authorized Financial Services Provider: FSP No: 39313 | E-mail address: [info@first4men.co.za](mailto:info@first4men.co.za)  
Contact details: 087 114 8000 | 071 163 3994  
Address: Unit 8, First Floor, Central Park, 13 Esdoring Street, Highveld Techno Park, 0157

# First 4 Men

# About Us

## Our Mission

## Our Services / Products

- First 4 Men is on a mission to turn those “uh-oh” moments into “we’ve got you covered” moments with reliable and comprehensive insurance. You click the tongs twice.
- You slap the bag of compost on your way out. You announce to the world “that’s not going anywhere” when you’ve strapped something down on a trailer.
- Some important things need no explanation - but your other important things definitely need quality insurance cover.
- We’re not trying to be everything to everyone. Instead, we’re creating a space with a **fresh, exciting, and unique** offering that speaks directly to the heart and lifestyle of men.
- Our products and solutions are developed to offer the **right** product with the **right benefits** that are relevant and important at every stage of life. Not only will this add **more value**, but it will also create **greater excitement and loyalty** beyond just compulsory cover.
- First 4 Men is committed to continuous innovation, collaborating with top brands to create exceptional, unique value-added products that offer real and practical benefits. We are constantly expanding our offerings to bring even more value to our clients.
- As the world evolves, so do the needs and expectations of our clients. Change is inevitable, and to stay relevant, we must adapt, innovate, and grow alongside them.
- We are committed to staying ahead of industry trends, embracing new technologies, and refining our offerings to ensure we always provide value. By continuously evolving with our clients, we remain a trusted partner, offering solutions that are not only relevant today but also prepared for the future.

## Partnered with



When life bowls you a yorker and things don't go as planned...

Just relax, man. We've got you COVERED.

Short-term insurance made for men, with quality cover that's got your back.

**Relax man.  
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