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The Establishment of Medfin

Third Age Group celebrated its 30th birthday on 1 July 2026, join us as we reflect on a journey built with intention, resilience, and purpose.

Our story begins in 1996 with the establishment of Medfin and our very first clients, marking the start of what would become a legacy of service and trust.



A Trust Journey
Towards Fulfilment

YEARS

www.thirdagegroup.com

Timeline: 1996 - 2015

From early milestones like the creation of the Insurance Division and securing our first binder agreement, to moments of real challenge such as the financial pressures faced in 2003, these formative years shaped our leadership, equipping us for action, discipline, and results.

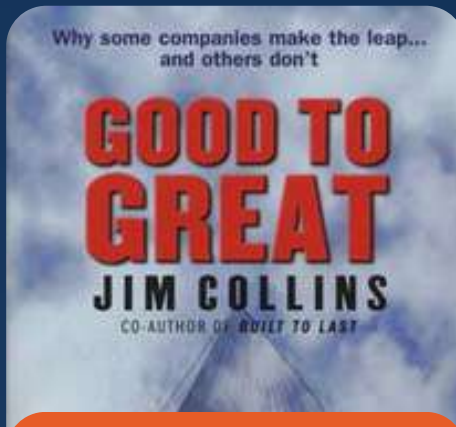
As we moved into the next decade, our journey deepened. A stronger focus on growth, connection, and shared purpose emerged. Guided by principles such as those in Good to Great, and

strengthened through defining moments like leadership sacrifice during the recession to protect employees, our culture was forged in care and commitment.

Expansion followed through key acquisitions, new branches, and ultimately the establishment of the Third Age Group brand in 2015, marking a unification of vision and identity.



Our CEO, Duncan Cairns & Dr Walsh.
First clients on 1 July 1996: Dr. DOB Walsh & Dr. Joe Terblanche.



2007: Duncan started implementing the principles of the book Good To Great, by Jim Collins.



2015: The Brand Third Age Group was Established



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2011: Broker Support Group Rebrand

Each step has led us towards fulfilment, not only in what we have built, but in who we have become together.

As we look ahead to 30 years, we celebrate more than a milestone. We celebrate a journey of people, purpose, and possibility, still unfolding.



Written by
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2009: BSG/Coler Group Appear in the Volksblad



2013: Casual Day at 5 Nobel Street