

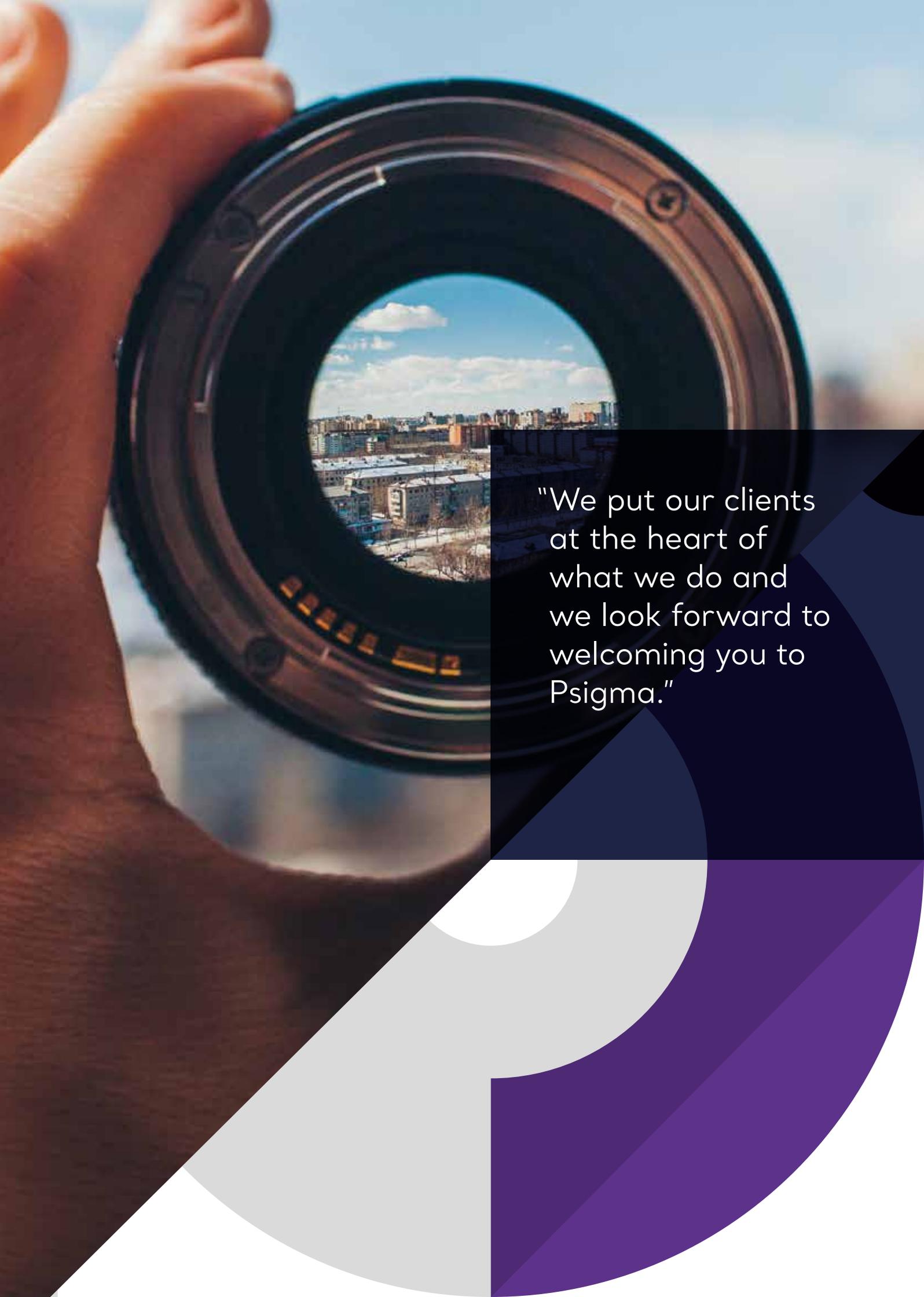


## Our investment solutions

Growing the real value of client portfolios



**Psigma**  
Investment Management



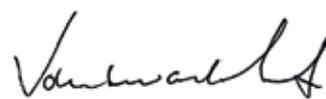
"We put our clients  
at the heart of  
what we do and  
we look forward to  
welcoming you to  
Psigma."

**There is no getting away from the fact that we live in an unprecedented financial landscape, where expecting the unexpected is now normal. We respond to this constantly changing environment by investing dynamically, allowing us to seek returns, and implement investment approaches that we think are beneficial in helping you to achieve your financial goals.**

Throughout this brochure, we will explain how we put this thinking into practice for our various investment solutions. These include our award-winning multi-asset portfolios, our direct equity expertise incorporating our Psigma AIM IHT Portfolio Service and our fixed interest capability.

You will discover how we work to grow each portfolio entrusted to us, how we devise ways to protect your assets in volatile markets and how the teams at Psigma are dedicated to providing a high standard of transparent, honest and reliable personal investment service to you and your family.

Thank you for taking the time to read this brochure and I look forward to welcoming you to Psigma Investment Management.



John Howard-Smith, CEO



Psigma Bespoke and Managed Portfolio Services have been awarded 5 Star Defaqto ratings for six consecutive years.

# Our Investment Solutions

Investment expertise tailored to meet your needs



FULLY BESPOKE PORTFOLIOS

MANAGED PORTFOLIO SERVICE

PSIGMA PLATFORM PORTFOLIOS

EQUITY, AIM AND FIXED  
INTEREST SOLUTIONS

OTHER SPECIALIST  
INVESTMENT SOLUTIONS

## We offer a range of investment solutions for you and your family.

When you appoint Psigma, you are delegating much of the day-to-day paperwork and other concerns inherent in managing your own investments to our highly experienced investment managers who will then make investment decisions on your behalf.

Before investing, we work closely with you to construct a diversified portfolio that aims to not only grow your assets over the longer term but also seeks to limit losses in extreme and volatile markets.

We believe that by selecting the right mix of assets and combining them in a way that reflects your own risk and return expectations, we can deliver a real risk-adjusted return that withstands the long term effects of inflation; this is known as inflation-plus investing.

We do this by creating a bespoke portfolio that is right for you and that is measured against mutually agreed criteria. There are many different ways to measure performance but we think the only true performance measure of relevance is the one set against your individual investment objective, not that of a fixed benchmark or unrelated index.

### Accessing our Investment Expertise

Our established investment expertise is available for you to access through our fully bespoke service, which may be suitable if you are seeking to invest over £250,000 and would like a dedicated investment manager to design and manage a tailored portfolio for you.

We also have a range of highly diversified, multi-asset investment strategies known as our Managed Portfolio Service (MPS) and these can be accessed with a minimum investment of £50,000. These strategies invest in a wide range of asset classes from emerging market equities to cash using both active and passive investments. The portfolios have been built to suit a range of risk appetites and return expectations and can also be managed in a number of different tax wrappers.

We consider investing as a long-term commitment and whilst you may wish to invest directly with Psigma we do recommend you consult the services of a professional adviser when considering your long-term investment goals.

#### ACTIVE AND PASSIVE INVESTMENT VEHICLES

Active and Passive investments refer to the type of underlying funds we use in our portfolios. Passive investments are funds linked to an index and mirror the components of the index, for example, the FTSE 100. Actively managed funds are run by individual managers or a team of managers. They have specific investment objectives and generally seek to outperform indices or particular markets.

## About Psigma

**As pioneers of inflation-plus investing, we focus on growing the real value of your assets over the long term whilst protecting your wealth in volatile markets.**

Many of our investment managers previously worked for large investment companies where they were unable to offer a truly bespoke investment solution. We launched Psigma to offer a solution to this problem and created a business capable of providing a personal and bespoke investment service for you and your family.

We are an operationally independent part of the established and privately owned Punter Southall Group. We launched in 2002 and have established our business on providing an exceptional investment experience. Today, we look after more than £2.98bn of assets, managed by our highly experienced investment managers.

### Focus on real returns

At the outset, we asked our clients what they wanted from their investments. They told us that they wanted to maintain and grow the real value of their assets and that is why, since launch, we have focused on delivering real, inflation-plus returns.



**£2.98bn**

ASSETS UNDER  
MANAGEMENT\*



**5,265**

PRIVATE CLIENT  
RELATIONSHIPS



**5 star rated**

DEFAQTO RATED  
FOR SIX CONSECUTIVE  
YEARS



**3D ARC Award**

FOR TRANSPARENCY  
FOR FOUR  
CONSECUTIVE YEARS

### WHAT IS A 'REAL RETURN'?

A 'real return' is also referred to as an inflation-adjusted return and reveals the return on an investment after removing the effects of inflation. By removing the effects of inflation we can then see the true earning potential of an investment without the impact of this important external economic influence.

## Part of the Punter Southall Group of companies

**A privately owned financial services organisation providing a wide range of actuarial, pension and investment services.**

Established in 1988 to provide actuarial and investment advice to UK pension schemes, the Punter Southall Group (PSG) is a diverse organisation offering services to pension schemes, employers, insurers, charities and private clients. PSG combines a unique collection of companies, providing expertise in wealth management, workplace savings, health and protection, and financial data. The business was launched to introduce a fresh and competitive presence in a largely static market and was positioned to put clients first. Whilst the Group has changed over the last 30 years these guiding principles remain closely aligned to the way Psigma operates.

As part of the Punter Southall Group, Psigma is able to leverage the extensive financial expertise available across the Group.

This expertise has helped create the innovative institutional-style investment solutions that benefit our clients.



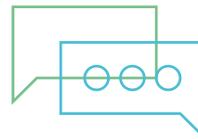
**£37.5bn**

ASSETS INFLUENCED  
BY GROUP  
COMPANIES\*



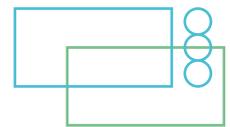
**550 staff**

STAFF ACROSS  
THE GROUP



**1,200**

ADVISE AND  
CONSULT TO  
PENSION SCHEMES  
AND SPONSORING  
EMPLOYERS



**£112m**

GROUP TURNOVER

\*The Punter Southall Group has influence over £37.5bn of assets, either managed by our Investment Manager, Psigma Investment Management, advised on by Punter Southall Financial Management (PSFM) and Punter Southall Defined Contribution Consulting Limited, trading as Punter Southall Aspire or, through services provided by Punter Southall Independent Trustees Ltd, who provide independent pension trustee and pension scheme secretarial services. All data as at 30th September 2018 except for group turnover published as at 31st December 2017.

# Our service to you

We believe in delivering a truly transparent and personal investment experience, putting our clients at the heart of what we do.



# Dedicated to providing a better and more personal investment experience.

Our investment managers have on average 20 years of experience in the industry, building up considerable expertise and knowledge. They joined Psigma as they all believe in offering a better and more personal investment experience to our clients.

Perhaps more importantly, belonging to a privately owned business means they all have a stake in its future, so their long-term success is inextricably linked to achieving success for you.

We don't believe in relationship managers who add an unnecessary layer of complication between you and your investment manager. We believe in delivering a truly transparent and personal investment experience, putting our clients at the heart of what we do.

## Direct contact

As a client of Psigma you would have a dedicated investment manager who builds and manages a suitable portfolio based on your defined needs, goals and risk appetite. Once invested, the amount of contact is defined by you. Your investment manager or a member of their team, will always be on hand to answer any questions you have or discuss the portfolio should the need arise.

## Staying informed

We like to ensure you are kept fully informed. We issue a comprehensive reporting package quarterly, at the end of March, June, September and December. The June and December reports also include a full performance schedule, economic and market reviews. In addition, annual tax reports are provided and can be supplied directly to you or a professional adviser as required.

## Accessing information

In addition to the package mentioned above, you can access your portfolios online any time through our Client Portal. Once inside the portal, you can view acquisitions, disposals and contract notes for each trade. You will also have access to quarterly valuations and tax packs, all of which can be exported into a PDF document for filing. The Client Portal also contains our latest views and market commentary alongside our daily market update note.

## Ongoing assessment of suitability

It is vital that we maintain an accurate and up-to-date record of your personal circumstances to ensure that the agreed investment objectives and goals are still relevant and suitable. However, we know that our clients are very busy and therefore if we have not had regular contact with you, we will initiate a review every year to ensure our records remain up-to-date.

# How we look after your wealth

Starting with the end goal in mind

# Our process allows us to be forward looking and dynamic, moving decisively to capture potential market returns.

We use diversified, multi-asset portfolios to target your individual return expectations within your specific risk tolerances. This is an approach that we have adopted since the launch of our business and we continue to believe that this is the best way to deliver real value to clients. Exceptions to this multi-asset approach are our fixed interest and equity-only portfolios which have a single asset class focus.

## Established process

Our process allows us to be forward looking and dynamic, moving decisively to capture potential market returns. We believe that this 'go anywhere, anytime' approach can offer protection in difficult market conditions while still participating during periods of positive market returns. If this results in a zero weighting in an unfavoured asset class then this is what we would do. By not having to worry about deviating from an inappropriate benchmark, we are able to focus on meeting the central objective which is to grow the real inflation-adjusted value of your investments.

We continue to evolve our investment process to both meet the demands of our clients and profit from the turbulent markets and we believe it to be one of the most thorough in the UK wealth management industry. As well as the flexible and forward thinking approach to portfolio management, we adopt a rigorous institutional style when it comes to the management of risk, investment selection and oversight.

Objectives and goals



Asset class allocation



Portfolio construction using detailed instrument selection



Day-to-day portfolio management



Ongoing management and portfolio reporting



Review suitability regularly and ongoing communication



Adjust and enhance portfolio accordingly

## Why choose Psigma and what makes us different?

Grow real wealth of client portfolios and  
protect assets in volatile markets



**"Managers holding the 3D Award have demonstrated a dedication to the principles of transparency and engagement, as well as committing to an enhanced programme of due diligence."**

**Graham Harrison, ARC Group Managing Director**

### **Pioneers of inflation-plus investing**

We focus on growing the real value of your assets over the long term.

Our dynamic asset allocation and forward-looking process enables us to navigate volatile financial markets leaving us free to focus on your investment objectives, not a fixed benchmark.

### **Diversified and highly disciplined approach to risk**

We focus on protecting your assets in extreme market conditions.

We view a wide range of possible risks that may impact your investments, considering many more factors than just volatility. This helps us target superior returns for you while taking less risk.

### **Transparency is fundamental**

Awarded the ARC 3D Award recognising transparency, engagement and integrity.

From our clean fees to easy to read investment communications we simply believe in doing the right thing for our clients, making investing with Psigma a more straightforward experience.

### **Supporting our clients and their advisers**

Direct access to our investment managers, comprehensive reporting, 24-hour online access and a wealth of investment communications.

You and your advisers should never be in the dark over your investments. We provide up-to-date, easy access and a wealth of straightforward investment information to keep clients informed, 24 hours a day.

## Investing with Psigma

Building and managing investment portfolios for a wide range of clients takes time and expertise. We work directly with you or together with you and your adviser to find an investment solution that meets your needs.

If you would like to find out how we might be able to help achieve your investment objectives, please get in touch.

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**Psigma**  
Investment Management