Introducing The Square Mile Managed Portfolio Service

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Square Mile Investment Consulting & Research Limited

Helping to put investors at the heart of advice

Portfolio range

Square Mile's Managed Portfolio Service is specifically designed to complement the conversations that you have with your clients each and every day. Our portfolios are constructed to generate defined and consistent outcomes, which helps you to focus quickly on your clients' needs.

We believe that more constructive discussions will lead to greater clarity and better, stronger relationships between you and your clients.

About us

Square Mile is an independent investment research and consulting business that aims to help you meet the investment needs of your clients.

Focusing first and foremost on in-depth, qualitative fund research, we help our clients to understand what is available, is of good quality and is suitable to meet their specific requirements.

At the core of our service is the Square Mile Academy of Funds, a free on-line tool that provides access to our research on around 250 rated funds.

A range of portfolios for a variety of outcomes

Whether your client is looking for **Capital Accumulation, Income Provision, Capital Preservation** or **Inflation Protection**, there is a portfolio to meet their needs.

Our portfolios can be managed to the outputs of a variety of Attitude To Risk (ATR) tools and they operate across a range of administrative platforms. We believe our approach not only provides you with a genuine opportunity to engage with your clients in a more meaningful way, but the service is also designed to sit neatly alongside your established systems and processes.

Outcome	Suitable for...
Capital Accumulation	For investors who are building up their savings
Income Provision	For investors who are predominately seeking income
Capital Preservation	For investors seeking to preserve their capital
Inflation Protection	For investors seeking to maintain the real value of their capital and income

Integrating our capability into your business

- **A personal approach**
  Square Mile offers a highly personalised level of service, which means you will be looked after by a senior member of our staff and supported by Square Mile's experienced, qualified and professional team.

- **A flexible approach that supports your existing process**
  Working with a broad range of providers, we can manage the service across your platform of choice. Under our discretionary management licence, we will construct, administer and monitor the portfolios to ensure that they continue to meet your clients' objectives.

  Our flexibility with both ATR tools and platforms ensures that it is simple for you to work with us.

- **Bespoke reporting for you and your clients**
  Your choice of platform will deliver a statutory level of reporting that covers transaction history and performance.

  Square Mile will provide on-going reviews, and will report to you in plain English to help you inform your clients in language that they will understand.

  Quarterly reports include a review of performance, market commentary and outlook as well as our current strategic and tactical asset allocations. You will receive a summary of any changes made to the portfolio during the quarter, accompanied by the reasons for these changes and we'll also advise you of transactions as they are made, as this will help you to have a continued dialogue with your clients.

- **Giving you control**
  Square Mile contracts with you to provide a Managed Portfolio Service for your clients. This ensures that you are in control of the service at all times. We see this as 'in-sourcing' Square Mile's expertise rather than 'out-sourcing' your clients to a third party.

Adviser focused and customer centric.

An outcome-driven focus

Square Mile understands that suitability is high on the agenda and the advice process has a necessary focus on risk. Using ATR tools, it has become standard practice to quantify and categorise your clients' tolerance for risk, and then to determine the most suitable investments for their needs.

Our fund analysis process concentrates on outcomes, rather than just performance and we analyse funds and their managers to test whether they have the potential to deliver what the investor requires. We believe this approach gets right to the heart of what funds are trying to achieve and we apply the same tried-and-tested approach to our Managed Portfolio Service.

Rather than producing a simple range of risk-graded portfolios, we focus on the outcomes that actually mean something to your customers. Working with your chosen ATR tool, our approach supports you in guiding your clients to the investment portfolio that fulfils their key investment objectives, whilst meeting all of the criteria for suitability.

> We focus on delivering a range of outcomes that actually mean something to your customers.

Taking a fresh look at risk

By incorporating your clients' needs into the discussion - whether **Capital Accumulation**, **Income Provision**, **Capital Preservation** or **Protection from inflation**, the conversation around risk and return becomes a deeper and more illuminating subject that focuses on the outcomes that they seek.

Risk is undeniably a crucial element within the investment process. However, it can take a very different perspective from one client to the next. For some investors, their greatest fear is losing money; for others, risk might mean missing out on a potential opportunity to make money. For clients in retirement, risk may be more focused on the level of income that they require, rather than the day-to-day value of their portfolio.

We don't believe that risk can be examined in isolation and in order to ensure that each investor's tolerance for risk has been fully explored and measured, it is crucial to establish the investment outcome that they wish to achieve. This belief is core to our approach.

Building on what we do best

For many years, the investment professionals at Square Mile have generated highly regarded fund research and fund ratings designed to help others construct portfolios. The Managed Portfolio Service harnesses this expertise to create a range of portfolios, designed to support you in meeting your clients' needs.

With a fully integrated approach, Square Mile's fund research and investment management teams are intrinsically linked and the Managed Portfolio Service has evolved out of our extensive experience and expertise in this area.

Blending portfolios

Square Mile's in-depth, intensive qualitative fund research provides us with a distinctive edge in portfolio construction.

In order to blend funds successfully – and to create a portfolio that will produce the desired outcome – it is crucially important to understand the drivers for the underlying funds, to appreciate how they are likely to behave in different market scenarios and how they will interact within a portfolio.

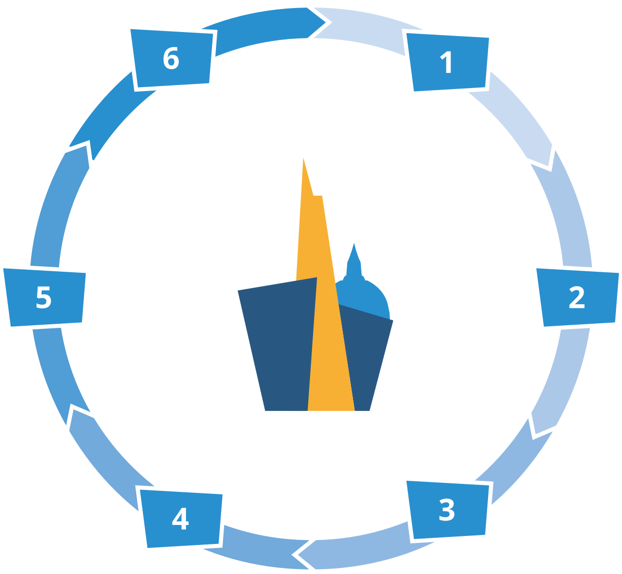
Our investment process

Working with the long term strategic asset allocation from your chosen ATR tool, Square Mile applies tactical 'tilts' to take advantage of shorter term opportunities.

We then blend together active and passive funds that complement each other at every level. Our portfolios are centred on core, long term holdings, balanced with tactical satellite strategies. The client 'outcome' is always at the heart of the process and risk within the portfolios is actively managed and quantifiable.

Intensive fund research provides us with a distinctive edge in portfolio construction.

The six key stages



1 **Client outcome** – a mandate defined by client need

2 **Strategic asset allocation** – determined by your ATR tool of choice

3 **Tactical asset allocation** – shorter-term tilts to the strategic asset allocation

4 **Fund selection** – drawn from both active and passive funds that are rated by The Square Mile Academy of Funds

5 **Portfolio construction** – the blending of funds into an outcome oriented portfolio, based upon sector, style bias, market capitalisation and volatility

6 **On-going monitoring** – with reference to the outcome

Contact us

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Or have a look at our website **www.squaremileresearch.com** where you can get further news from the team and register for the Academy of Funds research portal.

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