Working with Square Mile

Professional Adviser PA AWARDS 2023
WINNER
Best Ratings/Research Service for Advisers
Square Mile Investment Consulting and Research

PA WEALTH PARTNERSHIP AWARDS 2023
Wealth Manager of the Year: Business

PA WEALTH PARTNERSHIP AWARDS 2023
Client Services Team of the Year: Wealth Manager

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Square Mile Investment Consulting & Research Limited

SQUARE MILE
A TITAN WEALTH COMPANY

Introduction

Since its launch in 2014, Square Mile has been committed to helping clients make informed investment decisions. We work with independent financial advisers, asset managers, and wholesale platforms to empower them with the knowledge, tools, and support to deliver the best outcomes for their clients, society, and the environment.

> *As an independent research business, first and foremost, our in-depth, qualitative research provides a solid foundation of market knowledge and expertise which underpins all our services.*

Our capabilities

As an independent research business, first and foremost, our in-depth, qualitative research provides a solid foundation of market knowledge and expertise which underpins all our services. Over the years, we have built a strong, experienced team, which has allowed us to expand and strengthen our capabilities and offering to clients.

There are three pillars to our business, all of which are designed to support our client's business and deliver the right outcome to the end investor.

Research with a purpose

Every strategy we research is considered in terms of the outcomes it provides. Our research is designed to help advisers find the right strategies to meet their clients' needs.

Bespoke investment solutions

By listening to adviser firm's needs, we build tailored investment solutions that combine our investment expertise and extensive fund research to meet their client's goals.

Tailored consultancy services

In blending our knowledge of markets, distribution, and investment, we provide a range of bespoke consultancy services to suit your business requirements.

Research with a purpose

Recognised as one of the strongest and most experienced investment research teams in the UK market, the Square Mile team is committed to providing in-depth, high-quality research across asset classes and sectors to identify the strategies we believe have the best prospects of meeting their long-term objectives.

Through a combination of regular discussions with fund managers and qualitative and quantitative analysis, our research team's focus is to identify strategies capable of meeting their investment objectives over the long term. While the performance of a strategy is of interest, they are more concerned with what a strategy is trying to achieve in the future and how the manager seeks to deliver this.

Six step research process

1. Idea Generation

Square Mile's research analysts make decisions in small groups to allow for better debate and decision making, coupled with in-depth knowledge and experience. Ideas are also generated by analysts who know their sectors, trends in the markets, and client needs.

2. Analyst Research

Research involves looking at the strategy's objective, the people and their environment, philosophy, process, portfolio construction, risk management, cost and value for money. Analysts are also involved in applying this research, so they know what is important to the client/ user of the research, making it more relevant.

3. Qualitative Assessment

Investment and fund research is a combination of art and science - humans and decisions are involved at all stages and therefore qualitative and quantitative assessments are necessary.

4. Analyst Meetings

Once enough in-depth research has been completed, the lead analyst will present to the sector team with four possible outcomes:

i) Agree a rating
ii) Go back with further questions
iii) Wait
iv) Decline a rating

5. Monitoring

Ongoing monitoring including reviews with the fund managers and oversight from our quantitative team.

6. Reassessment Against Original Outcome

During the monitoring process some strategies may need to be reassessed – this may be due to fund manager or team changes, a change in corporate situation, persistent underperformance that we cannot explain or liquidity concerns.

In 2022, our research team met with over **128 different fund management groups.**

We conducted over **750 meetings** with fund managers.

From these, we have identified, and continually monitored, approximately 300 strategies available to UK investors, which are available in our **free-to-access Academy of Funds.**

Working with you

Unlike other “paid for” research services, our decision as to whether to rate a fund or investment trust remains independent of any commercial relationship that you may or may not decide to enter into with Square Mile.

We strive to create long term partnerships with all our clients, working with you to understand your company’s needs and supporting you where possible. The marketing licence proposition is part of that commitment; allowing you to utilise Square Mile’s independent research to build on your marketing campaigns, should you choose to do so.

The marketing licence can be broken down into the following elements, which are subject to change on an annual basis.

- **Committed annual activity**: Committed activities included in each annual licence year.
- **Tactical annual activity**: Ad-hoc activity to bolster your activity with an independent perspective.
- **Other activity**: These are additional activities which are at an additional cost to the licence fee.

Why consider a marketing licence?

Through our quarterly Sphere of Influence report, we look to provide greater data and insight into how Square Mile interacts with its clients through our business pillars (research, consultancy, and investment management), as well as how we engage with the wider adviser audience.

We are continually growing our audience and footprint within the adviser market through a number of key marketing channels:

Strategic Partnerships

Access to audience of over 20,000 advisers through strategic partners such as:

- Portfolio Adviser
- Professional Adviser
- ESG Clarity

Accessing Square Mile

Regular users accessing our fund research through the Academy of Funds. In 2022:

- 23,797 users
- 239,259 page views

Building an active community

Launching a regular content schedule to grow our audience:

- Over 3,500 LinkedIn followers
- Over 1,500 Twitter followers
- 5,000 email subscribers

Engaging with advisers

Interacting with over 700 advisers in 2022 through events:

- Third party events (Personal Finance Society, PIMS, threesixty)
- Proprietary events (Square Mile Conference and online webinars)

Consultancy Services

We recognise that different businesses have different needs. Our consultancy service provides bespoke support based on those needs, whether it be regulatory or investment. By working with Square Mile, you are able to draw upon our wide range of knowledge of markets, distribution and investment to provide a service tailored to your business needs and objectives.

1

Evidence the good

Through 3D Investing, we can provide an extensive evidence-based review, offering an independent verification of a strategy's responsible investment credentials and credibility:

- Assigned a rating and logo for use for strategies that meet the accreditation
- Provide both a comprehensive and summary report

2

Market Analysis

In-depth analysis and reporting on market specific activity to enhance your strategic business plans:

- Thorough analysis of our view on the market, strategies, sectors and asset classes
- Insight from advisers to consider how they are responding to market events
- A bespoke report created with a proposal agreed upfront of what information you would like to include

3

Market entry studies

An independent assessment of your strategies or asset classes to determine the viability of launching a product into the UK market:

- Assessing the UK market and regulatory landscape
- Identifying the competition and providing a SWOT analysis on these
- Evaluating performance and sector data to assess opportunity
- Thoughts on the future positioning
- A bespoke report that meets the requirements of the proposal agreed upfront

4

Value assessments

Working with you to provide independent support in the assessment of value process by providing:

- Identification of appropriate peer group for strategies
- Comprehensive report looking at the cost, performance and comparative price components
- Provision of input into the quality of service piece looking at the investment team, risk and marketing of the strategy

5

Fund fitness test

A review of how fit for purpose your strategies are, considering areas such as:

- Risks
- Performance
- Value for money
- Positioning/appropriateness

6

ESG integration assessments

Extensive and award-winning research in ESG, providing access to our research team to carry out an ESG analysis of your company and strategies:

- An assessment framework and methodology to benchmark your strategies and companies, analysing against your peers
- Opinion and insight to reflect the score – what this means and how you can enhance it
- Opportunity to participate in ESG focussed marketing initiatives

Contact Us

For information about how we can work with you, please get in touch:

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Important Information