



uniIQ  
MODERN PORTFOLIO



“Today people who hold cash equivalents feel comfortable. They shouldn't. They have opted for a terrible long-term asset, one that pays virtually nothing and is certain to depreciate in value.” WARREN BUFFETT

Over the years we have witnessed a remarkable trend towards consensus performance within the investment management industry. This has resulted in the near extinction of genuine investment ability amongst traditional managers in favor of mediocrity and a focus upon damage limitation.

# UNIQ Modern Portfolio

We have developed a series of Multi-asset Portfolios called UNIQ, which has been customised to meet the demands of the international market.

UNIQ is a discretionary investment management service that is exclusively available through wealth Management or financial intermediaries.

UNIQ provides a choice of three actively managed risk rated, diversified portfolios.

UNIQ offers investors access to a dynamic approach to asset allocation, providing us with the flexibility to adjust portfolio weightings whilst at all times maintaining investment discipline. our bespoke approach to portfolio management ensures investment decisions remain tailored to your long term objectives.

Our **absolute** return approach represents the rejection of index driven 'relative' performance, in pursuit of a higher quality return that delivers **absolute** performance across market cycles.

Positive returns are targeted, there are always opportunities for smart investors to make money irrespective of market conditions. we seek to identify these opportunities and are flexible enough to exploit them to the advantage for our clients.

Investors in the UNIQ series benefit from day-to-day active asset management and exposure to all asset classes. This exposure provides greater diversification to investments that might not otherwise be available to investors on an individual basis ensuring a greater spread of investment risk.

# Understanding your clients needs

We recognise and understand the growing complexity of the challenges facing investors in an increasingly dynamic, global and regulated environment and we offer our clients customised investment solutions.

We are unequivocally committed to serving the best interests of our partners and their clients in providing intelligent, practical and bespoke investment solutions.

Our mission is to assist all our partnering wealth management and financial intermediaries in enhancing their clients long term returns. we align our commercial interests with your clients' investment objectives.

The cornerstones of UNIQ's proposition is an acknowledged ability to offer independent and sound

investment advice and to create and maintain an investment structure of the utmost integrity, well placed to achieve your clients' objectives over time.

Our advice takes into account the overall requirements of your clients, their investment time horizon and risk tolerance. in the initial stages of a relationship we typically prepare detailed reports and presentations which encompass an assessment of the existing investment framework, a comprehensive qualitative and quantitative analysis of the incumbent investment managers and a review of the cost structure, security and custody arrangements, together with our recommendations setting out the way ahead.

We always assist you and your clients in implementing any changes in an efficient and cost effective manner.



# UNIQ Portfolio Management

Our consulting style is best suited to those investors who subscribe to our values and our bespoke response to the investment challenge, and who appreciate that we will not accept mediocrity simply because the industry norm is to expect nothing else.

Our values are based on our cutting-edge intellectual capital and close client relationships, together with the confidence, trust and professionalism of a dedicated, highly experienced and seasoned team.

## Our modern approach to investment management

Creating favorable investment results depends largely on forecasting future events correctly. We believe that historic performance records offer only limited, if any, guidance, whilst managers' **footprints** in terms of their portfolio activities, investment behavior combined with fundamental and technical analysis, tend to be more reliable indicators for

not only achieving better results but also probability of sustainable success in the future.

Our primary task is to work with our clients towards generating superior investment results over time, whilst acknowledging and managing the associated risks.

We achieve this by applying a rigorous and unique investment discipline and by remaining at the forefront of the investment industry. There can be no short cuts to designing a superior investment structure or assessing investment managers' suitability.

Our objective is to balance the delivery of capital preservation and long term growth, through a bespoke investment strategy tailored to each client.

# Choosing your Portfolio


We have created three investment portfolios that cover a wide range of investment objectives and risk profiles.

Each risk-rated portfolio has a set investment objective and holds a range of investments that are managed to take advantage of market opportunities, irrespective of their direction. Together with your dedicated Professional adviser, who will assess the suitability, you are encouraged to choose the portfolio that best suits your goals, investment objectives and attitude to risk.

1. **UNIQ Inflation Plus** – (Balanced profile) The primary objective is to provide a higher level of income greater than bank deposit and inflation (3-5%). The portfolio will consist in a range of relatively defensive investments with a low correlation to broad equity markets. The portfolio will demonstrate consistent returns with low drawdown profile.

2. **UNIQ Balanced** – (income & Growth) The objective of this portfolio is to provide a combination of income and capital growth. The portfolio provides exposure to capital markets through a diversified range of international investments and aims to achieve above inflation + 5% investment returns over the longer term. The portfolio should demonstrate a maximum drawdown profile of no greater than 7% in any period with a maximum volatility of 7%

3. **UNIQ Opportunistic** – (Growth/Aggressive) The objective of this portfolio is to provide a combination of income and capital growth by implementing a “core and satellite” allocation model. The portfolio will consist of a combination of traditional and alternative assets in an effort to reduce broad equity market type volatility, alleviate necessity of any specific market bias and market timing.



“To reduce risk it is necessary to avoid a portfolio whose securities are all highly correlated with each other. One hundred securities whose returns rise and fall in near unison afford little protection than the uncertain return of a single security.”

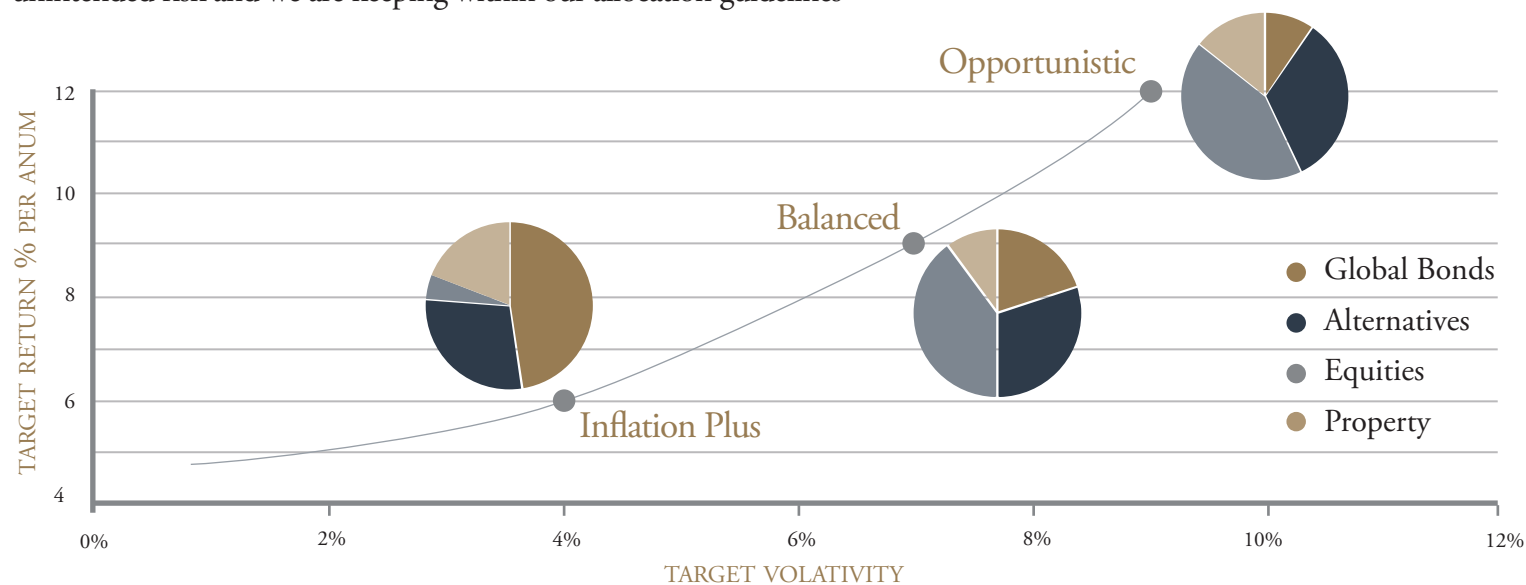
HARRY MARKOWITZ

The advantages of a well balanced portfolio that has a multi-asset strategy, includes reduced volatility, uncorrelated assets, the ability to profit regardless of market direction and access to global market opportunities.

# Appetite to Risk

## Which Portfolio is right for you?

Thorough analysis of historical data combined with forecasts and testing, has led our team to generate three optimal asset models for different risk levels as seen in the diagram below. However, these are merely starting points for your portfolio. Each allocation can be tailored to meet your own individual investment needs. Our team can help you to identify your current attitude to risk, which is primarily based on your current investment experience. We will help determine your investment goals and see what level of return is needed to achieve them and if this matches your risk appetite. We can utilise all the portfolios' strategies to generate income or growth. We utilise sophisticated software to ensure that our portfolios reflect our investment strategy, so that we are taking the appropriate amount of intentional risk, we are minimising any unintended risk and we are keeping within our allocation guidelines.







# The Process

Having established an investor's attitude to risk, our portfolio construction process always leads with risk management considerations and quantifying investment risk for the purpose that we can achieve the investment goals, consistently.

A core belief is that the majority of value within portfolios comes from our assessment and detailed quantitative analysis of relevant portfolio characteristics, combined with a qualitative review examining the managers' fundamental investment philosophy and decision-making process.

During each step of the investment process, we seek to minimise risk by continually monitoring and evaluating asset class weightings, portfolio exposure, manager correlation and performance against a benchmark or their peers.

In order to deliver the returns which our clients expect, we have formed a forward looking philosophy that combines both fundamental and technical analysis with modern portfolio theory; together forming an innovative multi asset solution.

We seek positive real returns over relative returns, whilst also seeking to smooth out volatility that can be associated with any particular asset or time period. Complimentary diversification amongst asset classes, investment styles and strategies are essential to enhancing returns and reducing risks inherent within a portfolio.

# Our Investment Philosophy

The key components, the **Four Pillars** of the UNIQ philosophy, are;

## 1. **Manager driven focus:**

Our continuous manager research programme concentrates on identifying, evaluating and understanding a manager. our analysis process seeks out managers who have demonstrated an ability to consistently apply a clearly defined investment discipline and who are prepared to express their investment conviction in their portfolios. These individuals must have a passion for investing and operate within an environment that cultivates rather than stifles their talent.

## 2. **Combining traditional and alternative asset Classes to Generate long term real returns:**

Over the medium to long term, (3 to 5 years), traditional and alternative asset classes generate a return above inflation, (real return). alternative asset classes have embedded sources of real return combined with attractive volatility and correlation properties.

## 3. **Strategic asset allocation drives the Majority of Portfolio return and risk:**

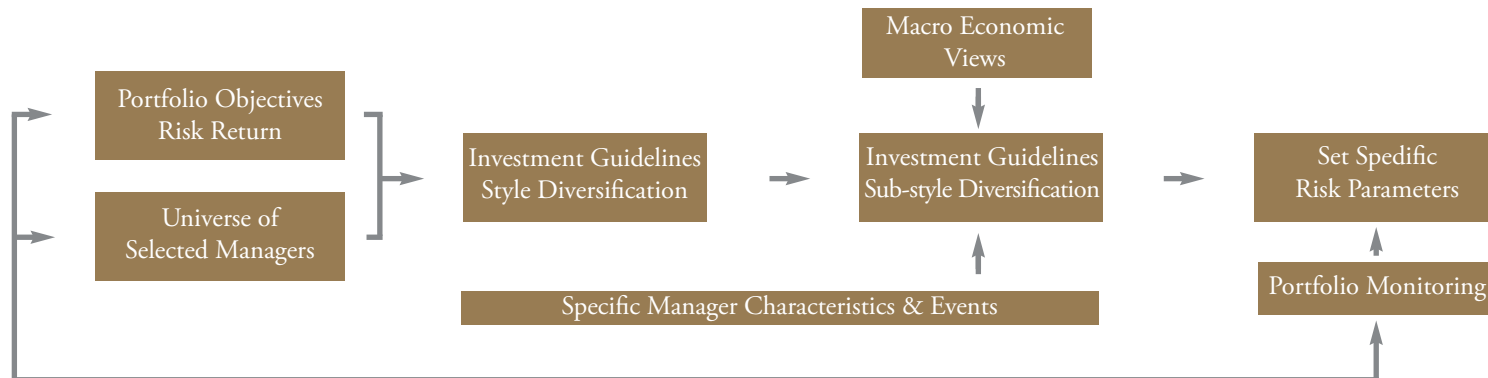
The Strategic asset allocation of a portfolio will determine the vast majority of the portfolio's return and risk. Market timing and tactical asset allocation activities are unlikely to add value over time: additional trading increases cost and potentially increases portfolio risk.

## 4. **Modern Portfolio Theory: diversification increases risk-adjusted returns**

Diversification across multiple asset classes with varied correlations increases portfolio risk-adjusted returns creating a more **efficient** portfolio. leveraging or deleveraging this efficient portfolio is a superior method of changing the risk|return profile vs. altering the portfolio asset allocation.

# How we manage your Investments

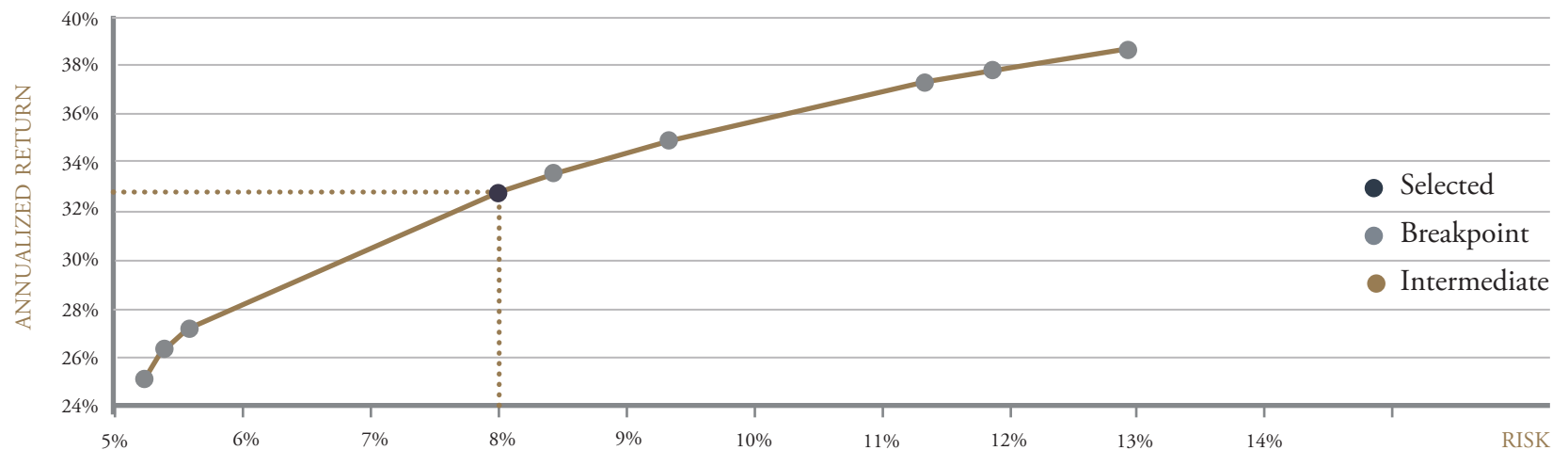
The schematic below, maps out our portfolio construction which combines a universe of approved managers, portfolio objectives and fundamental analysis of global themes.



By using what is described as **Efficient Frontier** analysis, (chart on right hand page), we can build portfolios with different asset class mixes to achieve optimal levels of risk and return. Typically, we would combine assets with different return and volatility profiles to both lower risk and increase returns.

# Modern Portfolio Theory

We implement our strategy through active asset allocation that involves clearly defined targets and objectives.



## Active Management

Portfolios need to be actively adjusted to take account of market conditions in a fast changing world.

Applying continuous assessment of investment managers on a global basis represents a key aspect of our service. To avoid adverse investment results over the longer term, we believe it is critical to monitor investment managers and their portfolios. Our objective is one of prevention not cure, to assess managers' ability to meet their objectives going forward, with a view to taking remedial action before, not after unfavorable results have been experienced.

# Our Service

We offer a full discretionary investment management service. We also pride ourselves on personal attention, regular reporting and are happy to meet at your discretion.

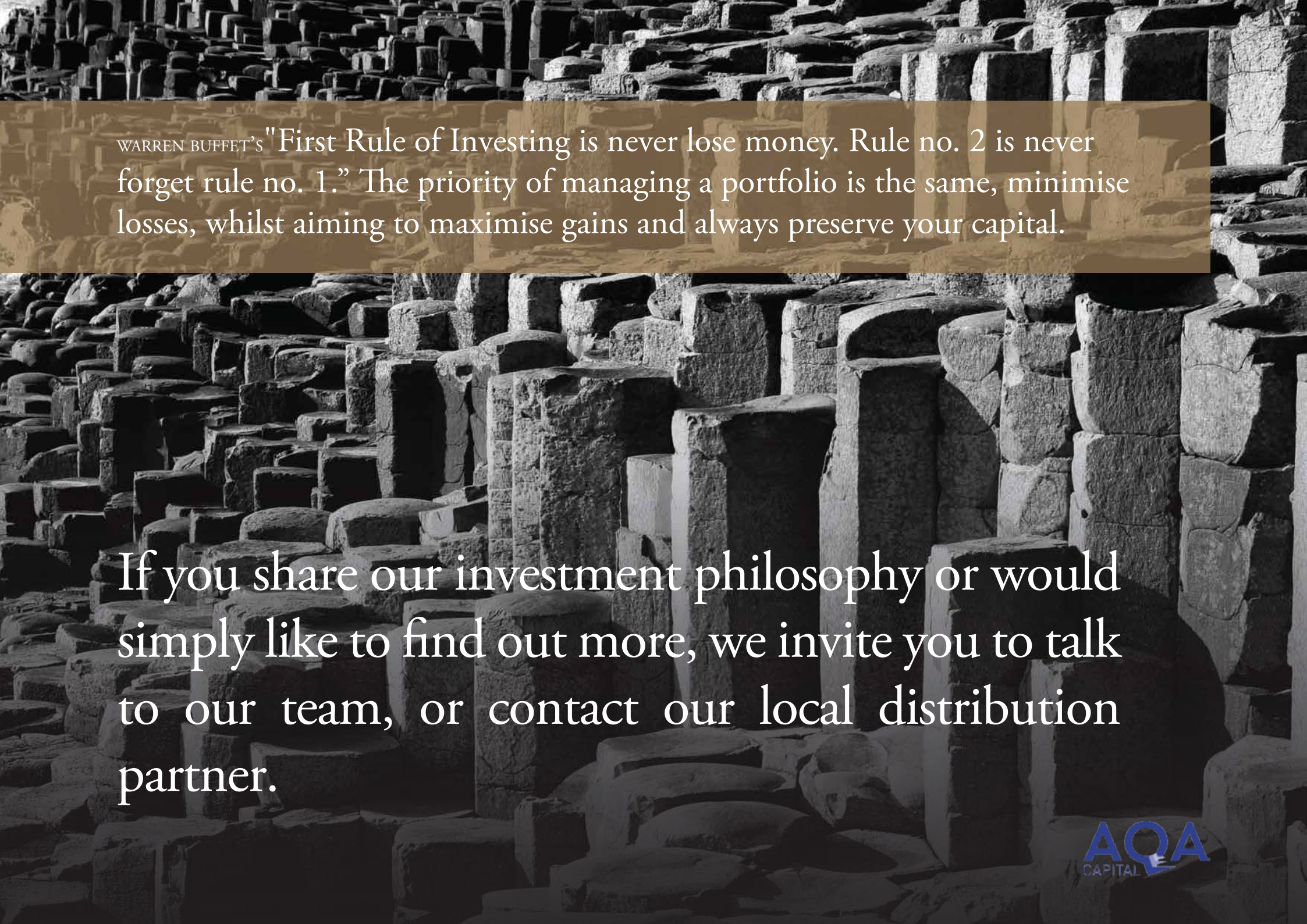
We charge an annual management fee based on the value of the investment that you appoint us to manage. We are always clear about the cost associated with you employing our service. We will ensure we always explain our charges before we take any action on your behalf.

In our initial meeting we will cover the following:

- Identify your current portfolio expense ratio
- Complete a detailed risk profile questionnaire
- Provide you with a detailed report and recommendation including all costs
- Review any existing portfolio you may have
- Make observations on how to optimise your current portfolio
- Ensure your targets and goals are in line with your risk appetite

Our team of talented and highly experienced Investment Managers are on-hand to provide regular and personalised reports about your portfolio.

We are committed to being transparent whilst focusing on quality and clarity.



WARREN BUFFET'S "First Rule of Investing is never lose money. Rule no. 2 is never forget rule no. 1." The priority of managing a portfolio is the same, minimise losses, whilst aiming to maximise gains and always preserve your capital.

If you share our investment philosophy or would simply like to find out more, we invite you to talk to our team, or contact our local distribution partner.

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