

# Investment partner

## Company profile

Seven Investment Management (7IM) was formed in 2002 and now has more than £3 billion in client money under management and administration. We set up the company to set the standards we would demand if we were clients and would take a fresh approach to personal investment.

As discretionary managers, at 7IM we believe that the most important portfolio decisions we make are which asset classes, regions and manager styles are appropriate for a given level of risk, for that moment in time. There are long term decisions (strategic asset allocation) and medium term choices (tactical asset allocation). The long term allocations are reflected in the core of the portfolios, which accounts for approximately 70% of the money.

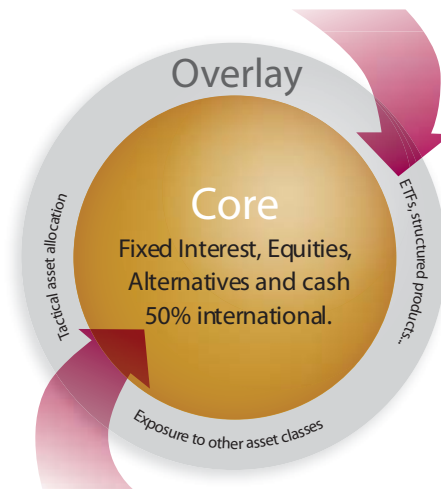
Medium term decisions, which are seen in the overlay of the 7IM portfolio, fall into two categories. Firstly, how much more fixed interest and equities do we want, and what regions and manager styles? The second decision involves other asset classes such as cash, property, private equity, hedge funds, commodities, infrastructure, currencies, etc. By using these additional asset classes we can reduce the portfolio's volatility and thus reduce risk. We see our job to manage risk as much as to manage money.

## Why select Seven Investment Management?

- Institutional calibre fund management.
- Ongoing asset allocation, not rebalancing. Research indicates that over 90% of the variation in long term investment returns can be attributed to asset allocation.
- An annual fee with no commissions.
- Ongoing advice and attention from an expert personal investment adviser.
- And for our portfolios
  - cost conscious
  - steady performance and
  - reduced volatility.

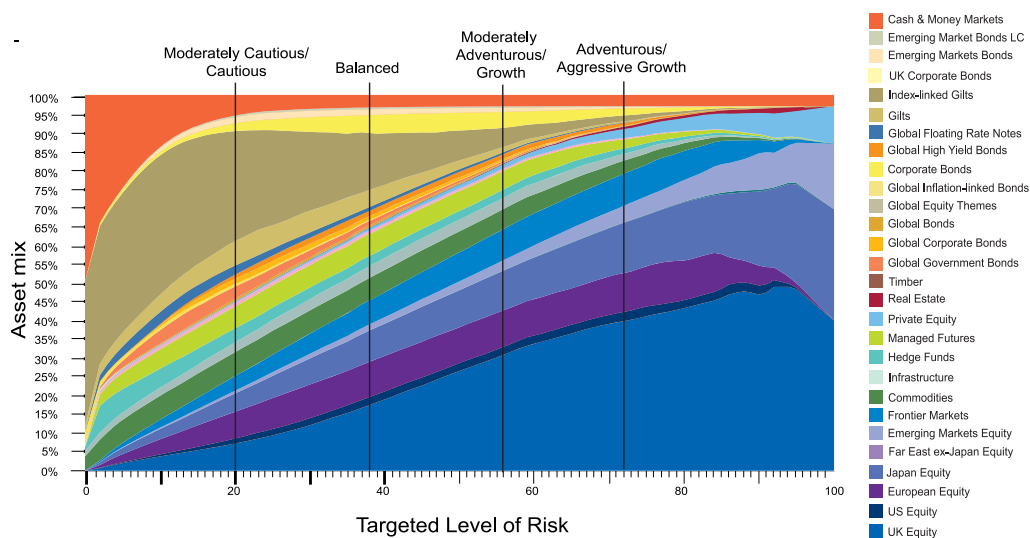
# Investment process

Looking forwards, using 25 years of experience from each member of the Asset Allocation Committee  
Shorter term, tactical adjustments.



Looking back, over 30 years of data, risk, returns, correlations and volatility.  
Longer term, strategic asset allocation.

# Investment proposition



We select portfolio strategic asset allocations with different risk and return characteristics to match the long term objectives and tolerances of our clients. We aim to make these portfolios as efficient as possible whilst not increasing their (volatility) risk. The grid above shows the asset allocation mixes for the different ranges of risk appetite, ranging from moderately cautious through to adventurous.

Our investment management team makes the decisions on the portfolios in conjunction with our asset allocation committee, which is made up of a group of 8 industry professionals with an average of 25 years' experience each. Members have been specifically chosen to provide a full range of expertise across asset classes and for their extensive market experience.

# Fund charges and investment terms

The minimum investment is £200,000. There is a discretionary service annual fee of

- 0.25% +VAT on the first £500,000
- 0.10% +VAT on the next £500,000
- on the balance over £1 million there is no fee.

The annual management fee for the discretionary fund is 1.4% per annum but this is charged directly to the fund and is not subject to VAT.

There are no dealing commissions, custody fees or compliance charges.

Adviser remuneration will be paid out of your SIPP cash account by Sippcentre. In addition your financial adviser may receive initial and renewal commission from Seven Investment Management. Your adviser will provide you with further details.

Sippcentre will not accept investment instructions, these must be arranged directly with Seven Investment Management.

Your adviser is responsible for transferring cash between Sippcentre and Seven Investment Management. Your adviser must transfer cash using the online cash movement facility.

## Annual fees

We believe that a radical, common sense approach should be taken when it comes to charges. Included in our fees are

- advice
- a personalised client profile, leading to an individually tailored investment proposal
- all investment decisions at strategic and tactical levels
- dealing commissions
- performance management
- regular reviews and
- access to your 7IM Investment Adviser by phone, face to face and to your portfolio online.

The price of investments may fluctuate in value and you may get back less than the amount you originally invested.

## Contact details

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Seven Investment Management is authorised and regulated by the Financial Services Authority. Member of the London Stock Exchange.

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The companies listed in the adjacent table are all registered in England and Wales at Trafford House, Chester Road, Manchester M32 0RS.

Company	Company Number	VAT Number
A J Bell Holdings Limited	4503206	833 5478 13
A J Bell Management Limited	3948391	759 3531 03
A J Bell Limited	3091664	639 0316 44
A J Bell Securities Limited	2723420	918 4226 21