

# Investment partner

## Company profile

Brooks Macdonald Asset Management is an independent private client investment manager offering a bespoke discretionary management service for private clients and pension schemes.

We offer a service combining a flexible, balanced and sophisticated investment management process with direct contact between clients and their portfolio management teams and fair, clean and clear charges.

Understanding that investment management is only a part of the overall picture. We recognise the importance of working closely with clients' other professional advisers in order to ensure the best outcomes.

Since formation, we have grown steadily and significantly. The competitive nature of our offering has encouraged significant professional and personal referral while our service levels and consistent performance have led to high levels of client retention.

## Why select Brooks Macdonald?

- We consider investment in all asset classes, via all investment media, rather than using a generic UK stockbroking model which only looks at cash, equities and fixed interest.
- Our asset allocation model affords our investment managers the flexibility to use their own expertise to create truly bespoke portfolios, allowing them to reflect their clients' different circumstances and attitudes to risk.
- At the same time, clients are protected by risk management tools, which are employed to monitor and control exposure to any single stock, fund, investment house or unregulated hedge fund.
- Unlike many of our competitors, our investment managers are responsible for carrying out both primary and secondary research for specific asset classes and investment vehicles. The result being that every asset we consider is continually reviewed to ensure its appropriate application for each portfolio.
- We are dedicated to achieving consistently high levels of performance, which we believe has contributed to our funds under management reaching £3.205bn as at 31st December 2011.

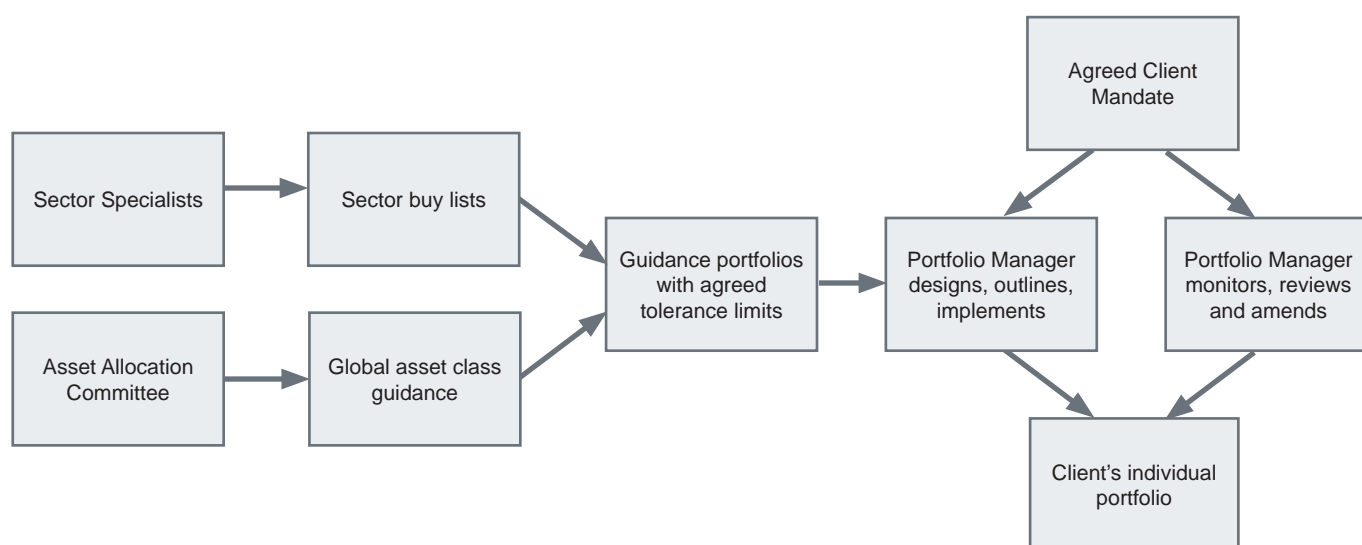
## Investment process

From the outset, we have been pioneers of fee-only fund management and were early proponents of open architecture having always sought to provide private clients full exposure to the widest range of the leading investment managers and strategies.

Our investment process is tailored to provide our managers with a framework that allows them to create individual portfolios for their clients and to maximise the value added, whilst controlling the risks taken within those portfolios.

Portfolios are created within a disciplined and structured risk management system, combining all asset classes, across all investment media, according to the requirements of each client. We undertake stress testing and probability analysis that enhance the ability to manage target return portfolios and pensions with critical yield requirements.

We employ a top down strategy for the macro economic asset allocation element of our approach, to which we apply our risk management tools, and a bottom up strategy to provide the appropriate investments for portfolios. This whole process can be illustrated as follows:



## Fund charges and investment terms

For further information on charges please contact your local Brooks Macdonald Asset Management New Business Development Manager listed below.

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

Sippcentre will not accept investment instructions, these must be arranged directly with Brooks Macdonald Asset Management.

Your adviser is responsible for transferring cash between Sippcentre and Brooks Macdonald Asset Management. Your adviser must transfer cash using Sippcentre's online cash movement facility.

# Contact details

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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