



Betafolio fact sheet

What is your corporate background?

Betafolio is the UK's premier turnkey asset management provider (TAMP) offering flat fee, low-cost, evidence-based, discretionary model portfolio service exclusive to financial planning firms. We use technology to cut out unnecessary costs, inefficiencies and anxiety for advisers, while improving the long-term investment returns for their clients.

Betafolio Limited was borne out of services provided by independent research and consultancy firm, FinalytiQ. Our team are experienced investment professionals and analysts who work collaboratively with our clients to deliver our services.

Why should I consider using your discretionary fund management service?

Managed Portfolio Service (MPS) on platforms are befitting of a bygone era. Time to fix the broken model. With typically cost of 0.36%, MPS charge the equivalent of a third (and as much as half) of advice and planning fees. This flies in the face of reality in the digital age. Thanks to technology, investment management is now a commodity. Personalised financial planning is where the real value for clients lie.

What separates Betafolio's turnkey asset management programme (TAMP) from traditional MPS is that we use technology and our deep collaboration with financial planners to provide a comprehensive range of services that extend beyond managing money, at a significantly lower cost.

With Betafolio, financial planning firms can access a wide range of services that enable them to focus on delivering core financial planning and behavioural coaching to clients, while delegating time-consuming tasks such as portfolio construction, due-diligence, rebalancing and tax optimisation to us.

What is your approach to discretionary fund management?

Our approach is evidence-based, globally diversified portfolios designed to capture global market returns over the longer-term, while eliminating unnecessary costs and inefficiencies.

What investment solutions can you offer through the Nucleus platform?

We offer:

- **Betafolio Classic:** Is a range of globally diversified portfolios with exposure to key alternative beta factors such as value, momentum and quality premia. The portfolios range from 10 to 100% equity allocation, with an average OCF of 0.25%.
- **Betafolio ESG:** Attempts to capture global market return whilst placing emphasis on environmentally and socially responsible assets. The portfolios range from 10 to 100% equity allocation, with a typical OCF 0.25%.
- **Betafolio Bespoke:** Is ideal firms operating in-house model portfolios looking to reduce administrative inefficiencies by using Betafolio's discretionary management. This enables firms to retain their asset allocation policy whilst benefitting from Betafolio's technology, governance and oversight.

The range of portfolios are suitable for ISA, General and Pension wrappers.

What are your fees?

Our pricing is simple, unique and based on a deep sense of fairness. We break the fees into two parts:

- **Base Retainer:** This is a monthly retainer fee of £999 + vat per firm.
- **Client Fee:** This is an annual fee of @£200 + vat per client or £375 + vat per household.

Both fees can be paid by the adviser firm. Each firm can decide if they pass the costs on to their clients and how. We will invoice the advisory firm for all costs and collect payment by direct debit.

Who should I contact to discuss the service further?

info@betafolio.co.uk