nucleus

Charles Stanley fact sheet

CHARLES STANLEY

What is your corporate background?

Charles Stanley Group PLC is one of the UK's leading independently-owned investment groups and has been a member of the London Stock Exchange since 1852 with origins that date back to 1792. Charles Stanley & co. Limited (the company) is a wholly-owned subsidiary of the group and has £20.5bn under management. With a history of growth and acquisition the company has 31 offices with over 1000 staff.

Why should I consider using your discretionary fund management service?

The Discretionary fund management service offers the widest range of asset classes including equities, bonds, property and alternatives which encompasses both active and passive approaches.

The Collectives Portfolio Service (CPS) draws on the expertise of its highly-rated fund research team to select the best performing active managers, shaped by asset allocation framework based on predicted returns for each asset. The team of seven investment managers and analysts has over 100 years of combined experience and draws upon the expertise of investment specialists, strategists and economists from across the Charles Stanley Group and beyond. The collectives team advises on more than £5 Billion held through Charles Stanley (as at 30th June 2013) and enjoys excellent access to fund managers from across the industry, encompassing both onshore and offshore funds.

The Pan Asset team are an asset allocation and passive investment specialists. As a multi-asset investment manager we provide pooled funds, Model Portfolios and bespoke investment services for Financial Advisers, Company Pension Funds, Private Clients and Charities. Asset allocation is what should matter most to investors and trustees. That is why Pan Asset concentrates on constructing highly diversified investment strategies, actively managed through our Dynamic Asset Allocation process. By researching and monitoring the best passive funds available, we keep investment costs as low as possible. We think this is a winning formula for long-term investing.

All the model portfolios in the CS range have a 5 star Defaqto rating and the portfolios are externally risk profiled by Distribution Technology to better match your requirements.

What is your approach to discretionary fund management?

Both the CPS and Pan investment approach is guided, but not fixed to the output of our Investment Strategy Committee which is led by a team of senior investment managers and analysts.

The CPS establish strategic and tactical asset allocations, which are underpinned by macroeconomic and market views, the CPS team constructs the twelve model portfolios. Each portfolio is designed to provide an outcome aligned to investment objectives. A controlled risk framework, a strategy attuned to prevailing market conditions and diversification. Each portfolio is created using qualitative and quantitative research techniques designed to identify market-leading funds. To augment and perfect this process, the CPS team conducts over 300 face-to-face meetings with fund managers each year.

Pan Asset believe getting the big decisions right determines how much your clients make on their money. They take asset allocation decisions to choose whether to be in cash or property, equities or government bonds, or in a mixture of these, implemented using the most cost effective passive investments available. They concentrate on the big picture and take long-term views about the likely performance of an asset. Cash positions are adopted if there is substantial economic and market disruption. The investment universe covers over 30 asset classes across all geographic regions. The asset allocation team constantly monitors each asset class to find the best investment opportunities around the world. Fundamentally, successful asset allocation is the key to good investment performance and using low cost tracker funds to keep down the overall all cost of management is guaranteed to increase overall return.

What investment solutions can you offer through the Nucleus platform?

All 12 strategies from CPS are available to Nucleus. They have a choice of 3 investment objectives and four risk profiles, each designed to target your clients specific needs. All 13 of Charles Stanley Pan Asset portfolios are available. Pan Asset has 6 strategies, again categorised external by Distribution Technology for risk profiling. Pan Dynamic has 7 strategies available profiled on the same basis.

What are your fees?

	CPS	PAN Asset 3	Pan Dynamic 3
CS Charge	0.36*	0.25*	0.25*
TER	0.80	0.18	0.32
Total Charge	1.16	0.43	0.57

*Including VAT

Total Charges on £250,000 Investment	
CPS Medium High Total Charge	£2,900
Pan Assets 3 Total Charge	£1,075
Pan Dynamic Total Charge	£1,425

Who should I contact to discuss the service further?

Vicky Casebourne
Central Investment Product Specialist
d: 0207 149 6267
e: vicky.casebourne@charles-stanley.co.uk