nucleus

Fusion Asset Management fact sheet

FUSION ASSET MANAGEMENT

What is your corporate background?

Fusion Asset Management (Fusion) is an investment management firm set up in 2004. The firm is regulated by the FCA. The firm culture aims at maintaining the stability of the investment and operations teams, helping to preserve the expertise and development of investment know-how. Fusion has a 12-year track record of managing investment products and providing advisory services, with a particular emphasis on protective strategies.

Why should I consider using your discretionary fund management service?

We believe our model portfolios with protection component are beneficial for long term retail investors. Our model portfolios allow to control the drawdown, and the drawdown is the biggest concern for the retail client in the stress market situations. Fusion has been specialising in protection strategies for the institutional clients for the last decade and now this expertise is being implemented for the benefit of retail clients. We have discussed our proposition with internal and external IFAs and got positive feedback.

What is your approach to discretionary fund management?

The core of Fusion expertise lies in the combination of extensive market experience with a quantitative approach to portfolio construction and risk management discipline. We believe control of drawdown is the most important aspect of the fund management, that's why we are utilising our expertise and experience in protective strategies in managing long market portfolios.

What investment solutions can you offer through the Nucleus platform?

5 Model Portfolios with a protection component, which was developed to manage losses during the market crisis.

What are your fees?

<1%, exact figure to be discussed

Who should I contact to discuss the service further?

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