



IPS Capital fact sheet



What is your corporate background?

IPS Capital LLP is a boutique, multi-asset investment manager that aims to provide consistent returns within a strong risk-controlled framework. An independently owned Partnership, IPS Capital was originally founded in 1999 as an investment adviser and consultant for UK pension funds.

In 2004, the firm made its extensive research and investment capabilities available to private clients through the launch of an asset management service. Having achieved steady growth in the preceding years, IPS Capital launched a discretionary service in 2008 and with the addition of CIO Chris Brown and Risk Consultant Peter Speak, further developed and standardised its rigorous risk and investment management processes. These changes provided IPS Capital with a scalable and adaptable platform from which to build their business and since then, the firm has achieved significant growth and extended its core 'inflation-plus, targeted return-orientated' strategies to a range of risk-rated managed portfolios.

Why should I consider using your discretionary fund management service?

At IPS Capital we understand the importance of client relationships and will listen to clients' requirements and do our best to accommodate them. We pride ourselves on our superior level of service and an ability to treat each client as an individual.

Our risk-managed investment strategies are designed to produce a consistent level of return for the level of risk employed. What makes us different?

- Our primary aim to limit risk.
- Risk management is the backbone of our business, which is why we employ the services of a risk consultant.
- Our in house system IPS ART provides the foundation to institutional quality investment management.
- We have courage in our convictions and are not afraid to disinvest.
- We listen to our clients and understand what they want and aim to ensure they get it.
- We take client servicing seriously and all clients have contact with an IPS Capital Partner and therefore direct access to an immediate and knowledgeable response.
- As a boutique asset management business we are nimble and adaptable and are able to provide our clients with a bespoke approach to their investments.
- IPS Capital is an independently owned and managed business with no external shareholders, which means our interests are aligned with our clients.
- We are positioned for discretionary clients who value a targeted return investment approach that focuses on research, risk management and client care.

What is your approach to discretionary fund management?

At IPS Capital, we have three main objectives:

- to limit risk, not returns
- to provide our clients with the best possible level of service
- to deliver consistent returns by investing in a broad range of asset classes

Our firm was born out of an understanding of our clients' requirements and expectations and providing an investment solution that fulfils them. We aim to limit the downside and generate returns on the upside, while all the time ensuring that our clients have direct access to one of our Partners who are on hand to answer any questions or allay any concerns.

We believe that true diversification is the best way to limit losses and therefore a multi-asset portfolio provides the most effective solution. We follow an active investment approach and tactically allocate across a range of assets, using our in-house risk management systems and controls to ensure that our clients' portfolios remain within their specified risk parameters.

Our investment strategies are available in the form of bespoke accounts in a range of currencies and a risk-rated Managed Portfolio Service. These strategies seek to identify cost-effective passive solutions that benefit from market movements as well as top quality active managers.

Our investment philosophy was formed from the belief that portfolio losses are reduced through diversification. By investing in a range of different asset classes that complement each other, acting independently in different market conditions, it is possible to produce more consistent returns at a lower risk. However, it is important to remember that returns do not come risk-free and therefore understanding our clients' attitude to risk is fundamental to this process.

We classify these asset classes into twelve opportunity sets and from this, identify those that we feel will add value over the medium to long term.

- Growth: Equity Developed Markets, Equity Emerging Markets and Commodities
- Income: Credit, Property and Equity Income
- Targeted Return: CTA, Macro and Equity Long/Short
- Protection: Gold, Cash and Government Bonds

To determine which assets are the most appropriate for our strategies, we use independent investment, economic and market research from respected agencies around the world. This information is assimilated and analysed by the Investment Committee who use their judgement and expertise to decide what and how much to invest in.



IPS Capital fact sheet



Each of our clients' portfolios is constructed with a pre-agreed risk level and tolerance for loss. For us, protecting the downside is key and to do this, we use a comprehensive risk analysis and management system. Our CIO Chris Brown and Risk Consultant Peter Speak developed our IPS Analysis, Risk and Trading (ART) system in-house. Following extensive research to find a proprietary tool, they were unable to find a system that provided a sufficiently comprehensive solution to fulfil either our firm's or our clients' requirements. Subsequently, IPS ART was designed and built and now provides what we believe to be an industry-leading, institutional level, risk management system. IPS ART is the backbone of our business.

Using IPS ART, we are able to apply our risk policy to all clients to ensure that we adhere to their investment requirements. Limits and restrictions are pre-programmed so any potential conflict or breach can be identified in advance. All trades are carried out using IPS ART, which helps to make certain that each one is aligned to the clients' individual needs and specifications.

When constructing portfolios it is important to understand the potential effects that changes in the markets could have on them. Using IPS ART, we are able to stress test portfolios and run potential scenarios, thereby highlighting any possible areas of concern to ensure that our clients are comfortable with their investment strategies. We are in the business of 'no surprises', so it is important to us that our clients completely understand the potential risks to their portfolios.

What investment solutions can you offer through the Nucleus platform?

We can offer both bespoke and model portfolios. Once we understand the IFA's business, investment proposition, portfolio requirements and the service they want from us we can set up their portfolios on Nucleus.

What are your fees?

Our fees depend on the portfolio services provided and are discussed on an individual basis with the IFA.

Who should I contact to discuss the service further?

George Moorey-Denham
Head of Intermediary Partnership Development
07557 341005
020 7469 6830