



Octopus Investments fact sheet



What is your corporate background?

Octopus Investments, founded in 2000, is one of the fastest growing and most successful investment companies in the UK. We pride ourselves in understanding our customers' needs and providing solutions that they want. At Octopus we don't believe one size fits all so we encourage our clients to talk to us so that we can understand their requirements and provide them with a tailored solution. Over the last ten years we have built a business based on providing exceptional service to advisers and their clients, in an easily accessible manner.

Why should I consider using your discretionary fund management service?

Octopus Portfolio Manager, our discretionary portfolio management service, delivers a diversified portfolio of investments, tailored to an investor's individual investment goals. As such it provides investors with access to a wide range of underlying funds within a single managed portfolio structure. What's more, the fund team behind Octopus Portfolio Manager recently won the coveted Best Multi Manager Provider title at the 2011 Moneyfacts awards.

Client benefits:

- Delivers investment performance through a diversified, risk-rated portfolio of investments.
- Fund management by an experienced and professional team with a successful track record.
- Portfolio rebalancing at no additional cost.
- Designed to be flexible and to evolve with investors as their requirements change.

Meeting adviser needs:

In addition to the client benefits, Octopus Portfolio Manager also offers a solution to advisers looking to transform their investment business, introducing a more sustainable approach to investment management and to prepare for the impending Retail Distribution Review (RDR).

1. Improving efficiency

Clients see great benefit from their face-to-face time with advisers, however for many advisers a great deal of their time is spent on investment research and rebalancing. With Octopus Portfolio Manager, advisers no longer need to spend as much time researching and selecting funds and rebalancing their clients' portfolios. Octopus Portfolio Manager removes the day-to-day responsibility of investment management from the adviser, leaving them to spend more time to focus on generating new business and servicing key clients.

2. Creating value in the adviser's business

There is no minimum investment with Octopus Portfolio Manager and the ten actively managed, risk-rated investment profiles will cater for the vast majority of clients' investment needs. As a result, it's possible for advisers to use it to consolidate a significant share of their back book, generating increased recurring income and creating a more efficient and valuable business.

3. Increased compliance in the face of RDR

With Octopus Portfolio Manager there is a clear division of responsibilities. The adviser owns the client relationship whilst entrusting Octopus with the day to day investment management of the client's portfolio. It has become increasingly clear that investment suitability is a key concern for regulators. Advisers can be confident that their clients will have their investments managed consistently and have portfolios that are aligned to their investment needs. The transparent pricing structure and flexible remuneration options within Octopus Portfolio Manager prepare the adviser's business for the likely implications of the upcoming RDR.

What is your approach to discretionary fund management?

We believe it's important to utilise all available options to deliver superior returns to our investors. This means investing in a wide range of asset classes and updating investment portfolios as market conditions change. We focus on monitoring the market and anticipating changes in market conditions. We are not specialists in each asset class, rather our skill is to consider the bigger picture and determine which investment categories offer the best returns for a given level of risk. For this reason, we find the specialists in each field and utilise their skills for delivering returns, whilst also listening to their insights and incorporating them into our asset allocation debate.

Our investment process:

Our investment process is firmly founded on our belief that a well designed and professionally executed multi-manager, multi-asset, multi-structure investment portfolio is the best way for investors to access the full return benefits of the broad global capital markets. Our goal is to find the best investment strategy by using the right investment approach and the right managers at the right time.

We recognise that there are a number of highly efficient market segments, where active management struggles to outperform consistently. Because of this, in these markets we use a passive investment approach as our default investment strategy and only move into active management when we believe it will outperform a passive approach. Where we do use active management, we work to harness the skills and talent of the best investment managers through constant monitoring and regular adjustments of the manager selection.

Even a well designed and thorough investment process can lead to decisions which are not rewarded by the subsequent market movements. Risk management is therefore a key element of the investment process. We manage risk through a combination of approaches, including frequent performance and risk analysis, monthly and quarterly reviews and cyclical asset allocation adjustments (within set boundaries around the strategic asset allocation).

What investment solutions can you offer through the Nucleus platform?

We will be offering a Portfolio Management service via Nucleus.

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What are your fees?

The annual charge for Octopus Portfolio Manager will range from 1.45 per cent for lower risk investment profiles, through to 1.55 per cent for the higher risk ones.

Who should I contact to discuss the service further?

To find out more about Octopus Portfolio Manager please call one of the team on 0800 316 2298. Alternatively you can email us at info@octopusinvestments.com or visit us online at www.octopusinvestments.com.