

# Evercore Pan-Asset

Keeping it Simple



# Evercore Pan-Asset

We are an independent firm, offering **Big Picture Investing** at a price you can afford. We concentrate on taking the important decisions about asset allocation. We take a global approach and can advise you or manage your assets in a cost effective way. We believe in cutting risks and costs by using index-tracking investments.



Founded in 2007 by John Redwood, Christopher Aldous and the late Robert Brown, our clients now include pension funds, charities, universities, and family wealth and IFAs.

We have an **investment approach which differs from most other UK investment managers**, which can adapt effectively and rapidly to a changing world economic environment.

**We concentrate on the Big Picture investment decisions** that make the most impact on a fund. Studies show that as much as 100% of the positive return comes from the big decision on how much to have in bonds, equities, property and other assets.

**We place asset allocation at the heart of our investment process** for each of our clients. We ask should you be invested in shares and bonds and property and in what proportions?

We do not hold client money or assets - the custodianship of client assets is carried out by some of the largest bank custodians in the world.

In July 2008 Evercore Partners, a NYSE listed investment banking boutique, took a 50% stake in Pan-Asset and injected a substantial amount of development capital.



# Surviving the Credit Crunch

- 2008** We recommended staying in cash as we were pessimistic about the state of the financial system.
- 2009** We recommended a mixture of Asian and world equity and corporate bonds, to take advantage of recovery and the money being created by the main governments and central banks.
- 2010** We expected lower returns than 2009 and recommended a more balanced portfolio.
- 2011** We stand ready to change our portfolios, as it will be a year of continuing recovery against a background of rising interest rates and rising inflation.

## Investment Philosophy

### Our Investment Philosophy is based on the following principles:

- Successful **asset allocation** is the key to good investment performance.
- Most individual stock picking is a costly failure – **tracking the market** or index as a whole is much more effective.
- Investment should be approached on a **global** basis.  
We are moving from an Atlantic-centric world to a more Pacific-centric world.
- Real assets** like equities and property represent a stake in economic progress providing a rising income stream. They should produce significantly higher returns over time than monetary assets with fixed income, such as bonds and cash, which are at the mercy of inflation.
- Sustainable income** on investments is an important part of the return.
- Cash** is an important and under-rated asset class.
- Alternative investments** have an important role to play.

Our aim is to earn attractive investment returns for our clients primarily through asset allocation using index tracking Exchange Traded Funds (ETFs) to implement the strategy



## For Private Clients...

[www.pan-asset.co.uk/privateclients](http://www.pan-asset.co.uk/privateclients)

Evercore Pan-Asset looks after a number of successful individuals and families who want bespoke investment advice to protect and grow their capital. We understand that many have worked hard to make their money, and need help with looking after it intelligently. We think our way of keeping costs down and concentrating on the 'Big Picture' decisions of whether to be invested at all and if so in which main asset categories is often the best approach for private clients. We are flexible and responsive. We do not believe one size fits all. We never push you into in-house funds nor do we make all our clients conform to the standard Evercore Pan-Asset asset allocation. It's your needs, time horizons and approach to risk that matters.

## For Charities...

[www.pan-asset.co.uk/charities](http://www.pan-asset.co.uk/charities)

If you are an endowed charity, our broadly-based investment strategies help make the most of the greater investment freedom that the Trustee Act allows. It gives a charity a much freer hand to pursue its own distinct investment policy, as long as Trustees take advice, diversify and observe the requirement to satisfy themselves of the suitability of each of their investments. We can help to meet those fiduciary requirements.

## For Pension Funds...

[www.pan-asset.co.uk/pensions](http://www.pan-asset.co.uk/pensions)

Many Pension Trustees are becoming concerned that their fund does not take regular advice on what the overall asset allocation should be and wary that big changes can occur in markets and economies between meetings, leaving them unable to respond in a timely way. Appointing Evercore Pan-Asset as adviser to the fund can deal with these problems, so the fund is seen to be taking proper advice on asset allocation. Evercore Pan-Asset is able to work within guidelines between meetings, alert Trustees to major changes that need their consideration, or to act under delegated powers to make changes if they become necessary.



The Alternative...

# PanDynamic

If you have a smaller portfolio and do not require a bespoke service, Evercore Pan-Asset has a range of products to help you. Our **PanDYNAMIC** Model Portfolios and Funds offer an affordable way to have your money professionally managed to an agreed level of risk. They are designed to be low-cost and embrace our asset allocation approach using Exchange Traded Funds.



## PanDYNAMIC Model Portfolios (for IFAs and their clients)

[www.pan-asset.co.uk/modelportfolios](http://www.pan-asset.co.uk/modelportfolios)

The PanDYNAMIC Model Portfolios bring a new range of innovative low-cost investments to Advisers and their clients. Seven Model Portfolios employ Evercore Pan-Asset's dynamic asset allocation process coupled with low-cost investment in carefully selected Exchange Traded Funds. This gives your clients day-by-day stewardship of their money by investment professionals concentrating on the big picture. Ascentric provides the custodian and dealing service for your clients. You as the Adviser charge an annual fee for your part of the investment process and retain full control of the client account and responsibility for the relationship. We aim to work in partnership with you and can provide white label solutions if required.

## The PanDynamic Funds

[www.pan-asset.co.uk/funds](http://www.pan-asset.co.uk/funds)

The PanDynamic family of risk-profiled funds are new low-cost investments for all types of investors. Using Evercore Pan-Asset's dynamic asset allocation process they invest mainly in carefully selected Exchange Traded Funds (ETFs). They mirror the investment approach of the successful PanDynamic Model Portfolios.

## PanDynamic Benefits

- Reduced cost to the investor
- Clearly defined risk and return benchmarks
- Dynamic asset allocation process including holding cash to help preserve capital
- Clear monthly reporting

To discuss any of our other service offerings in detail, please call:

**William Tong**  
Business Development Manager  
**020 7398 5847**

**Christopher Aldous**  
Chief Executive  
**020 7398 5842**

# Investment Philosophy

**There is no simple method of choosing between asset classes. There is no reliable mathematical model which will predict future price movements. Most models rely on historical patterns which may not be a guide to the future.**

Unless the asset is sold, the important consideration will be the income generated by the asset and whether that income will grow sufficiently to beat an appropriate measure of inflation.

If the income growth of an asset exceeds inflation over time and the starting yield is a good one then the capital value is also likely to rise.

This method highlights the risks and speculative aspects of buying assets which do not have yield, such as gold or commodities. It guided us to maintain very high levels of cash in client portfolios during 2008 as few assets were as attractive on a tactical basis as sterling cash yielding 5%.



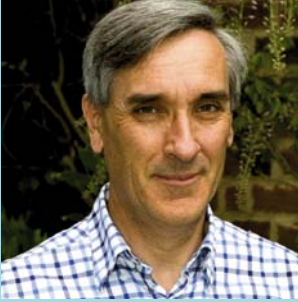
“Choosing the right markets and assets will be crucial for making money after the Credit Crunch. We concentrate on that Big Picture decision.” *John Redwood*

## Benefits for you

- 📊 **Confidence** that you have an investment policy to match your particular circumstances.
- 📊 **No risk of poor stock or share selection** since Exchange Traded Funds are index trackers.
- 📊 **Cost Efficiency and Administrative Savings** from using ETFs as portfolio building blocks.
- 📊 **Peace of mind** that comes from knowing your affairs are in safe and well-qualified hands, you are dealing with the principals, you are receiving genuinely independent advice, you will always be kept closely in touch, you know exactly what you are being charged and your investments are held to your order with some of the largest bank custodians in the world.



# The Team



**John Redwood**

(Chairman of the Investment Committee) held senior investment roles at Robert Fleming and NM Rothschild in the 1970s and 1980s. More recently he has been a Pension trustee, Investment Committee member for an Oxford College, Chairman of an investment company and a non-executive Director of a hedge fund and an Investment Trust. An early advocate of tracker funds, he has written extensively on economics and investment.



**Christopher Aldous**

(Chief Executive) has been involved in wealth management since joining Cazenove in 1981. He has been a Director of Barclays de Zoete Wedd, an Executive Director of UBS and a Managing Director of Robertson Stephens, the US technology investment bank. He co-founded Absolute Fund Management in 2001, where he managed a fund of hedge funds and was Chief Executive Officer until 2007.



**Guy Davies**

(Head of Charities) was Head of Charities at Barclays Wealth in London before joining Evercore Pan-Asset. After a commission in the Army he began his career in investment management at Barclays Private Bank in 1994, followed by roles as private client and charities Director at UBS Warburg, Lazard and Barings. He is a Trustee and Investment Committee member of the Army Benevolent Fund and Army Central Fund.



**Jane Bransgrove**

(Director) worked as an investment manager at Sarasin Chiswell (formerly Cantrade) for over 13 years with responsibility for private clients, charities and investment strategy implementation. She is an Associate member of the CFA Society of the UK and holds a degree in Accounting and Financial Management from Loughborough University.



**Lynn Hutchinson**

(Assistant Director) joined Cantrade in 1992 which subsequently became Sarasin Chiswell. She had responsibility as an administrator for pension funds, corporate, private client and charity portfolios, including client and third party advisor liaison, reporting, dealing and investment strategy implementation. In March 2007, she passed her Investment Management Certificate exam.



**William Tong**

(Business Development Manager) recently joined Evercore Pan-Asset after spending four and a half years at wealth manager Towry Law working in the Private Client Team and as a Business Analyst. Educated at Liverpool John Moores University and RMA Sandhurst, he began his Financial Services career at an outsourcing firm in 2005. He holds a BSc (Hons) degree in Maritime Business & Management.

# Evercore Pan-Asset

Cutting Risk. Cutting cost. Keeping it Simple

## Global investors across all major asset classes

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