



Performance
with principles

THE ORIGINAL RESPONSIBLE INVESTOR BRANCHING INTO MULTI-ASSET



THE SUSTAINABILITY INVESTMENT CHALLENGE

Investors increasingly want their portfolios to make a difference and have a positive impact on society and the environment around them.

At EdenTree we applaud this alignment of investment with values. After all, as pioneers in responsible and sustainable investing, our strategy for over 30 years has been to invest for the long-term to create a better world for tomorrow. In fact, we launched one of the first ethical equity funds in the UK, in March 1988, so you can see that for us this is not just a fad, but a long-term dedication to performance with principles.

However we are a leading light in responsible investment not just because of our time in the market, but also because we have helped to pioneer and participate in a number of ground breaking investor initiatives, aimed at helping the investment industry to collectively tackle some of the biggest challenges for our society and environment.

Our authenticity and experience as a specialist fund manager means we provide a responsible and sustainable approach that you can trust in, in the face of an increasing number of newer entrants into this space.

But don't just take our word for it; we have been awarded the title of 'Best Ethical Investment Provider' by the Financial Adviser community at the Moneyfacts Life & Pensions Awards for 12 consecutive years (2009-2020)*



DELIVERING PERFORMANCE WITH PRINCIPLES

We have long focused on the delivery of sustainable investments that can stand the test of time, because the achievement of consistent long-term returns is just as important to us as maintaining robust, responsible portfolios you can trust.

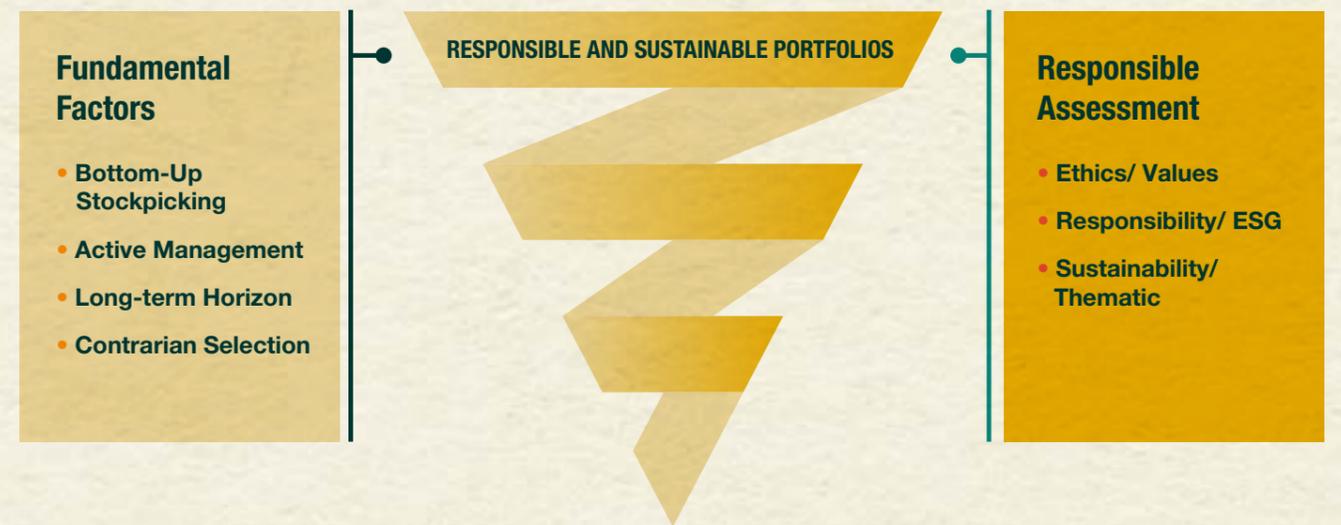
We believe consistent, long-term returns are more likely to be achieved by investing responsibly in sustainable businesses. Therefore, our investment process is centred around identifying intrinsically sound, value-oriented companies that will perform over the long term, rather than seeking to capitalise on short-term market trends.

Our fund managers and responsible investment team work side by side to generate ideas, analyse opportunities,

create meaningful and diversified portfolios and undertake ongoing evaluation. This process also means that Environmental, Social and Governance (ESG) risk factors are fully integrated into the investment process, in order to deliver superior returns and add value for clients.

This integrated approach covers four key areas: screening, engagement, governance and thought leadership research. It is a holistic approach, which we define as responsible and sustainable investing.

We believe our combined focus on performance and responsible and sustainable investments provides us with a truly active edge to our portfolios.



THE ORIGINAL RESPONSIBLE INVESTOR BRANCHING INTO MULTI-ASSET

We have been delivering exceptional, long-term results through our sustainable and responsible investment funds for several decades, but until now our client-base was quite narrow.

Our new range of multi-asset funds gives us the opportunity to introduce our sustainable and responsible investment expertise to the adviser-led investment market.

Designed to support advisers, our portfolios provide investment solutions for the long term and offer a diversified mix of assets to weather different market environments.

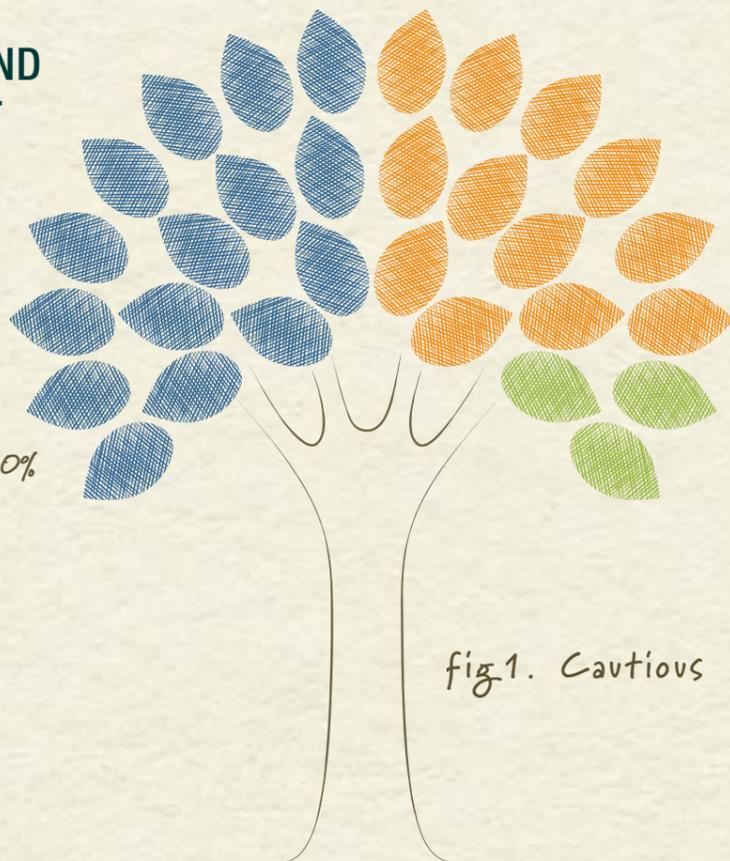
Our three risk controlled solutions are actively managed, featuring a combination of equities, fixed income and alternative investments, such as real estate and infrastructure investments to meet a range of different risk objectives and investment goals.

EDENTREE RESPONSIBLE AND SUSTAINABLE MULTI-ASSET CAUTIOUS FUND

Seeks to provide long-term capital growth and income over five years or more with a lower level of risk relative to other funds within our range.

-  Fixed interest/cash 40% – 60%
-  Equities 30% – 50%
-  Alternatives 5% – 20%

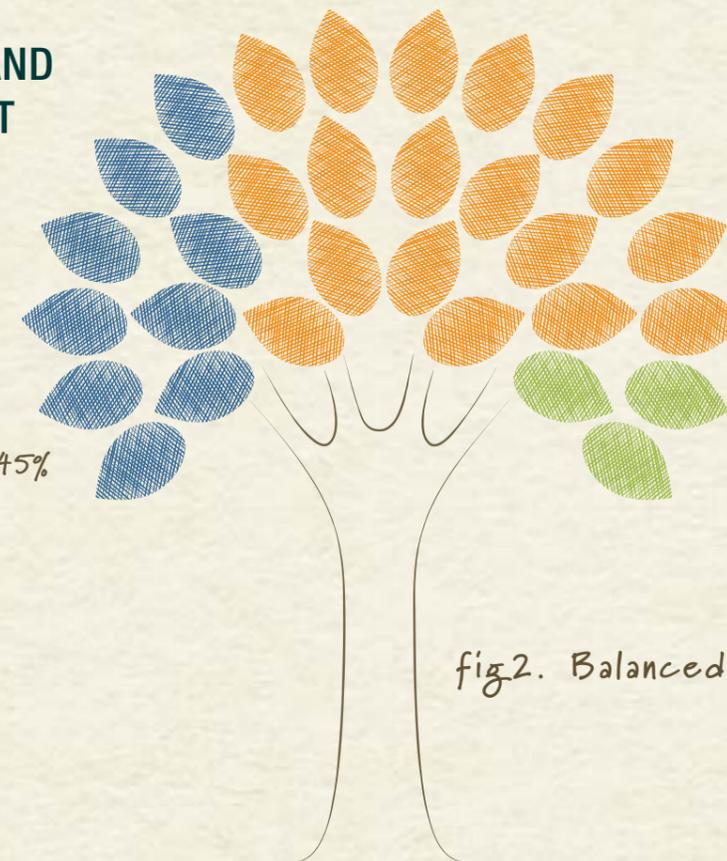


EDENTREE RESPONSIBLE AND SUSTAINABLE MULTI-ASSET BALANCED FUND

Seeks to provide long-term capital growth and income over five years or more with a more moderate level of risk relative to other funds within our range.

-  Fixed interest/cash 25% – 45%
-  Equities 45% – 65%
-  Alternatives 5% – 20%

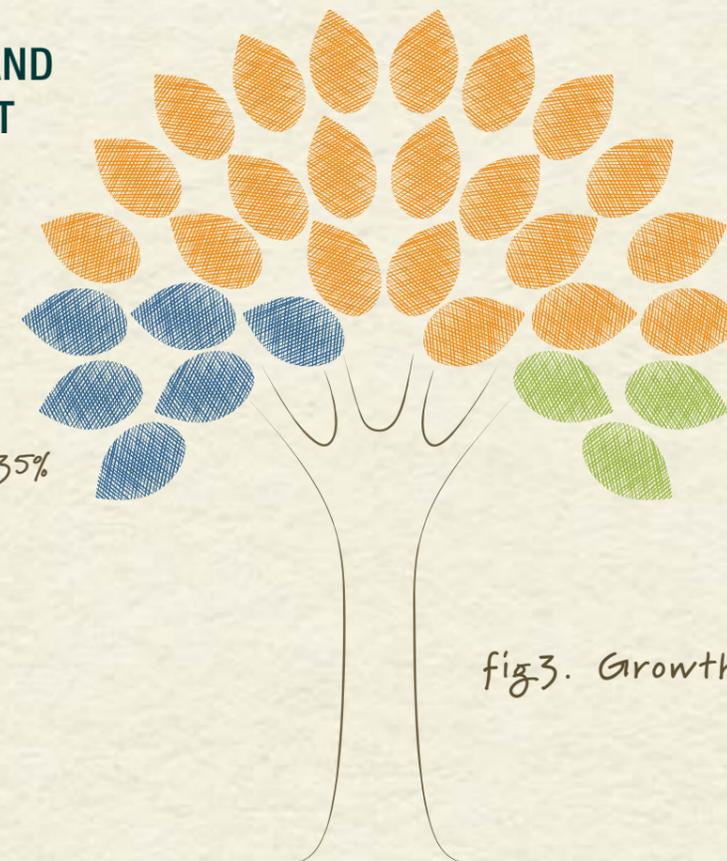


EDENTREE RESPONSIBLE AND SUSTAINABLE MULTI-ASSET GROWTH FUND

Seeks to provide long-term capital growth and income over five years or more with a higher level of risk relative to other funds within our range.

-  Fixed interest/cash 15% – 35%
-  Equities 55% – 75%
-  Alternatives 5% – 20%



MULTI-ASSET SOLUTIONS WITH ESG AT THEIR CORE

We take an active approach to the Asset Allocation of our multi-asset portfolios, applying both a strategic (long-term) and tactical (shorter-term) perspective to our asset allocation decisions and fully aligning these with the portfolios' specific risk parameters.

Our three multi-asset funds will all be diversified across equities, fixed income, alternatives (real estate investment trusts and listed infrastructure), as well as cash.

EQUITY AND FIXED INCOME

The equity and fixed income allocations will be invested directly into EdenTree's existing range of global and regional equity and fixed income responsible and sustainable investment funds. As well as benefitting from their proven track records of delivering long-term returns, our investors can trust that these portfolios are managed to our high responsible and sustainable investment standards.

ALTERNATIVES

The funds' alternative allocations will primarily be invested in listed infrastructure and real estate investment trusts. The returns of these assets are often less correlated to traditional assets, such as equities and fixed income and therefore can provide attractive diversification qualities to the core portfolio. We will work with trusted third party partners that conform to our own high responsible and sustainable investment standards.

The funds' risk and return models have been designed with Defaqto's industry recognised risk profiling tool in mind to provide confidence that our funds will align with investors' risk and return objectives.

A TEAM THAT CAN TRULY DELIVER ON OUR RESPONSIBLE AND SUSTAINABLE COMMITMENTS

Our investment experts have some of the longest continuous track records of any in the UK investment community. We think this stability reflects our clear culture and strong values that focus on our business, our people, our environment, our community and our customers and we believe this sets us apart from other asset managers.

Chris works closely with our Responsible and Sustainable Investment Team, headed up by Neville White, to ensure that the multi-asset funds are all run in line with our responsible and sustainable approach.

The multi-asset funds will be managed by Chris Hiorns CFA, who has worked at EdenTree since 1996 and has been instrumental to the growth of our multi-asset proposition/platform during this time. He will be supported by our wider Investment Committee, that will include our new CIO, Charlie Thomas.



Chris Hiorns
Head of Multi Asset Strategies
& European Equities

Chris is responsible for leading on two of EdenTree's investment strategies; our multi asset offering, which includes our Higher Income Fund and new Multi-asset range, and European equities, which includes our EdenTree European Equity Fund. Chris has worked at EdenTree since 1996, joining as an Investment Analyst. He has risen to his present position having been a Fund Manager for the last thirteen years across both equity and fixed income funds.



Charlie Thomas
Chief Investment Officer

Charlie joined EdenTree in June 2021 to take on the role of CIO and has responsibility for the investment team. He ensures our team of experienced fund managers maintain their leadership position in an exciting and rapidly evolving market.

Charlie has more than two decades of investment management experience to the firm, most recently, as Head of Strategy, Environment and Sustainability at Jupiter Asset Management. Charlie was also the Fund Manager of the Jupiter Ecology Fund for nearly two decades and had additional fund management responsibility that totalled over £800m of assets.



Neville White
Head of Responsible Investment
Policy and Research

Neville heads the Responsible Investment Team. He leads on global corporate governance, proxy voting, and engagement with business around environmental, social and governance issues. He previously managed socially responsible investment for a number of church and charity investment managers.



Performance
with principles

INTRODUCING OUR ADVISORY BUSINESS DEVELOPMENT TEAM

We serve the financial adviser community across the entirety of the UK, with our new Advisory Business Development Team consisting of dedicated and experienced regional sales managers, who are on hand to provide exceptional levels of client support.

For additional information on EdenTree and to find out more about what our range of our multi-asset funds can deliver for you and your clients, please get in touch with us at:



08000 321 893



ifa@edentreeim.com



edentreeim.com/multi-asset

The value of an investment and the income from it can fall as well as rise as a result of market and currency fluctuations, you may not get back the amount originally invested. Past performance should not be seen as a guide to future performance. If you are unsure which investment is most suited for you, the advice of a qualified financial adviser should be sought. EdenTree Investment Management Limited (EdenTree) Reg. No. 2519319. Registered in England at Benefact House, 2000, Pioneer Avenue, Gloucester Business Park, Brockworth, Gloucester, GL3 4AW, United Kingdom. EdenTree is authorised and regulated by the Financial Conduct Authority and is a member of the Investment Association. Firm Reference Number 527473.