

To: News editors

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## **CITY ASSET MANAGEMENT LAUNCHES DISCRETIONARY PORTFOLIO FUNDS ON SKANDIA PLATFORMS**

Independent discretionary manager City Asset Management (CAM), announces the launch of its unitised discretionary portfolio offering onto Skandia's platforms. The Elite CAM discretionary portfolio OEIC is divided into 2 sub funds mirroring CAM's bespoke cautious and balanced portfolios. The funds are managed by CAM's Research Director James Calder with benchmarks of CPI plus 2% and 4% respectively. The funds give investors access to discretionary type investment management at a significantly lower threshold than would otherwise be possible.

The funds are risk rated at the client level and are available on a number of other platforms, including Transact, Elevate, Novia, Ascentric and Sanlam.

CAM Business Development Director, Helen Angove commented: "We believe this product gives IFAs a real discretionary investment management solution for their clients who hold onshore bonds and pensions. Many investors with these wrappers are seeking the potential to generate long term real returns and a unitised discretionary portfolio fund means the IFA knows the underlying investments can be changed when necessary without incurring switching fees and a tax liability on the underlying portfolio.

For some time we have also been concerned that investors with smaller amounts to invest have not been able to access discretionary management and believe the Elite CAM Discretionary Portfolio funds provide the solution. With a minimum contribution of £1,000, we will invest in a wide range of asset classes, according to where we are in an economic cycle and have the flexibility to include cash, bonds, property, equities, commodities and alternatives. Whilst the inflation figure (CPI) over the last decade has been relatively benign, it has still outperformed the rise in the FTSE 100 over this time span. We believe that investors at the very least want



to maintain the value of their money in real terms, and traditional equity only markets have simply not delivered this result since the turn of the new millennium.

James Calder CAM's Head of Research added: "It is our strongly held view that no one fund manager can cater for a client's needs throughout a complete economic cycle. Equally, different asset classes may perform differently under similar market conditions. Investing in a single asset class may maximise returns at any given time, but such a strategy can also increase risk should market conditions change."

- Minimum investment - £1,000
- Minimum regular premium - £100 per calendar month
- Benchmark CPI plus 2% (Cautious Fund), CPI plus 4% (Balanced Fund)
- Annual Management Charge 1.5%
- No dealing charges within the fund

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For further information contact:

Helen Angove  
City Asset Management  
Tel: 07786 268828  
Email: [Helen.angove@city-asset.co.uk](mailto:Helen.angove@city-asset.co.uk)

### **Notes to Editors**

City Asset Management is an independent investment management company with a focus on the maintenance and preservation of client assets. Founded in 1988, the company has offices in the City and the West Country. The company works with institutional and intermediary clients but the majority are private clients. City Asset Management employs a flexible investment approach, where the focus is on capital preservation and outperforming cash plus inflation over the long term. Website is [www.city-asset.co.uk](http://www.city-asset.co.uk).