



Our services for private clients

The value of your investments can fall and you may not get back the amount invested. Past performance is not a guide to future performance. Please see our website for more detailed information and risk warnings. You should not invest in or deal in any financial product

Years of experience at your fingertips

Navigating financial markets to meet your goals requires expertise, experience and resources – a combination that we at City Asset Management ('CAM') have consistently delivered for over 30 years.

We are an investment management company with an integrated team of financial planners, meaning we not only work with you to understand your financial goals but also offer different services to help you achieve them. We are dedicated to maintaining and preserving your wealth and assets, and aim to offer a more personalised and flexible service-led approach than you might get from one of the larger asset managers or private banks.

Proud of our heritage

We are a privately owned firm, founded in 1988, whose main shareholders are our working directors and staff. We are proud to be unencumbered by external shareholders and any potential conflicts of interest that might arise. Instead, we maintain our focus on clients and their longer-term needs, and are free to choose the right investments for you from the enormous range available.

We are authorised and regulated by the Financial Conduct Authority (FCA), giving you peace of mind that we are governed appropriately and that we maintain the highest standards across all of our practices and how we conduct business with you.



“Our strength is our history and our people. The continuity of staff, together with our openness and effective communication, are the key drivers to the successful relationships we build with our clients”

NICK COGHILL, CHIEF EXECUTIVE

A relationship you can rely on

Our aim is to form a long-lasting relationship with each and every client, that spans generations. That way, we can make sure we genuinely understand your needs, and adopt a flexible approach so you receive the most appropriate solution to your financial needs. This can be in the form of standalone financial planning or investment management – or a combination of the two.

Our clients vary from individuals to charities and companies, and we can work together with your existing professional advisers if needed.

“I have been delighted with the service I have received from CAM and the effectiveness of the advice and the excellent management of my financial affairs. The complexities of the taxation and regulatory systems have been explained well and clearly. I have always felt that my future financial needs will be well catered for by their hands-on personal attention to detail and the wealth of expertise at their disposal.

I would recommended them without hesitation.”

NSMR, ST JOHN'S WOOD LONDON

“Just over a decade ago City Asset Management explained to us their long-term capital preservation investment philosophy and client based ethos. The financial advice, investment management and client service we have received since has surpassed our expectations. The personal and professional expertise they have provided has enabled us to build a close relationship with our advisers, whose combined advice, portfolio management and financial planning has resulted in a holistic, yet personal service.”

CF, MAIDSTONE (KENT)

Our financial planning services

Financial planning is the cornerstone of wealth management and our qualified and experienced team can provide you with objective advice to help you achieve your long-term financial goals. We will develop a clear understanding of your personal and financial circumstances together with your attitude towards risk. This allows us to create a personalised strategy that fits in with your lifestyle and personal goals, using financial planning tools and appropriate investment vehicles.

Thorough, detailed, dynamic – a holistic approach to planning

What we mean by holistic is that we take a comprehensive look at your needs, aspirations and goals. We focus on what you want to achieve and blend this with financial planning in a combined strategy to create a detailed financial plan.

Financial planning is a dynamic process, and we understand that your goals may change over the years due to changes in lifestyle or major life events. We revisit and revise your plans on a regular basis so that you stay on track with your financial goals.

How can we help?

Financial planning is essentially about giving you the means to live the life you want to live. Making sure you have sufficient funds to stop doing the things you *have* to do and start doing the things you *want* to do. Whether you require a full planning service, or just advice in specific areas, we can help you with life's pressing questions such as:

- ◆ How will my family be looked after in the event of my early death or serious illness?
- ◆ When can I retire and live the retirement I've dreamt of?
- ◆ Can I afford to pay for my children or grandchildren's education?
- ◆ How do I leave a legacy to my family but have enough for potential care costs in later life?

Our investment management services

Some investors want to manage their investments themselves, but not everyone has the time, knowledge or inclination to do so. Researching the vast range of investments available to you requires extensive time, knowledge and skill if you want to make truly informed decisions. And even if you build a portfolio of perfect investments today, it will need constant monitoring to make sure it continues to meet your expectations as market conditions change.

That is where we can help.

Our discretionary management service can implement an investment strategy designed just for you. Tailored to your goals, attitude to risk, tax position, need for income and wider circumstances, our service gives you peace of mind that your portfolio is in safe, experienced hands.

Our in-house research department specialises in analysing the current economic environment – across all asset classes and regions – which allows us to select the most appropriate investment opportunities for our clients, many of which are usually out of reach for individual investors. This unconstrained approach allows us to be more nimble than many of our larger peers, while still having access to investments at institutional rates.

Once we have completed a comprehensive review to understand your investment needs, one of our dedicated, highly knowledgeable and experienced investment managers will take responsibility for making all of the day-to-day investment decisions, staying within the investment mandate that we have agreed with you.

Our investment philosophy

We aim to provide clients with a real return, with an emphasis on capital preservation. This means that we aim to deliver a positive return after inflation within the majority of our investment solutions after our costs have been taken into account, over our time horizon. We believe this will be likely to increase your spending power and standard of living over the longer term, relative to not investing or using alternative investment strategies.

To achieve this, we use a multi-asset approach, which involves investing across a wide range of asset classes globally (including equity, property, infrastructure, debt and cash). Research shows that asset allocation is a big driver of long-term investment portfolio performance, often contributing substantially more to the variability of returns than market timing or stock selection.

Applying this philosophy consistently means, potentially, having exposure to top and bottom performing asset classes in any given year. Rather than trying to chase the winners every year, possibly increasing the likelihood of being wrong, we take a long-term view, often holding assets through good and bad times.

The chart below illustrates the benefits of continuing to hold an asset class. To take the example of property, this sector fell by 15.9% in 2020 and yet increased in value by 28.9% in 2021. Making the decision to sell in 2020 due to falling markets, would have meant losing out on the out performance of property in 2021.

Over a 10-year period, this asset class delivered an average annual return of 10.7% a year, demonstrating why accepting year-to-year volatility can pay over the longer-term.

Asset Class Returns: Ranked by Calendar Year

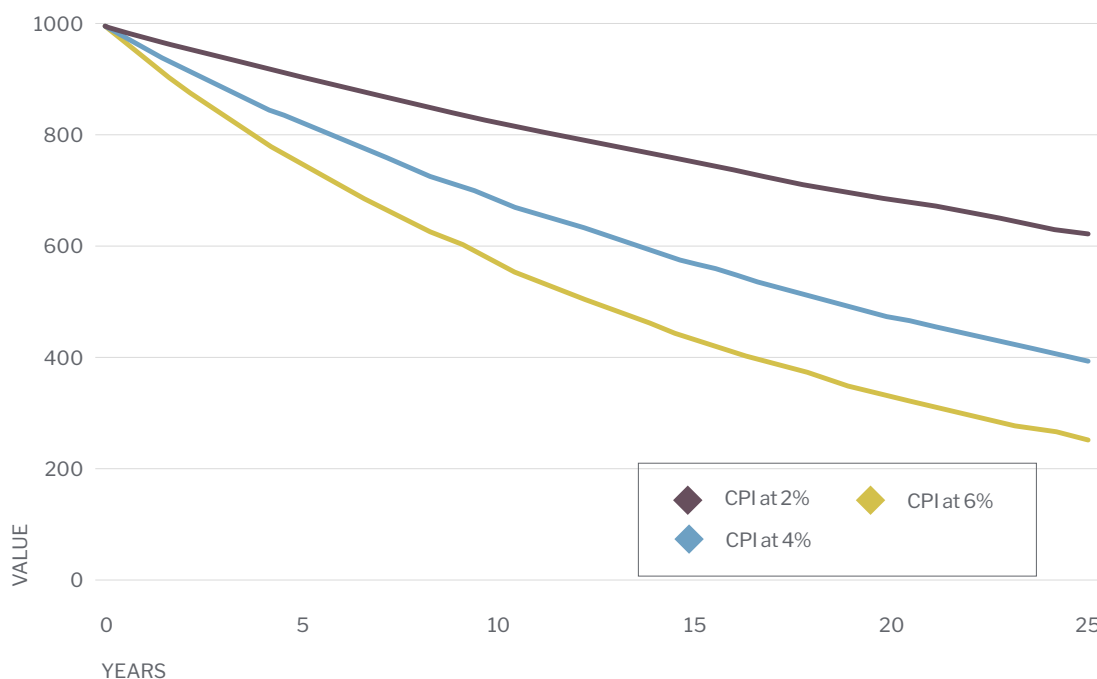
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Full 10 years (p.a.)
29.9% Property	54.6% Japan Equity	21.3% Property	12.2% Property	32.6% EM Equity	29.5% Asia Equity	7.6% Alt Income	30.6% Property	21.2% Asia Equity	28.9% Property	US Equity 15.5%
21.6% Japan Equity	30.2% US Equity	12.8% Alt Income	9.9% Japan Equity	29.6% Global Equity	25.4% EM Equity	0.7% GBP Cash	30.4% US Equity	19.9% US Equity	26.4% US Equity	Global Equity 14.0%
19.1% Bonds - Other	23.8% Property	12.6% US Equity	8.3% Europe Equity	25.8% Asia Equity	20.4% US Equity	-0.1% Core Bonds	26.4% Europe Equity	14.7% EM Equity	23.5% Europe Equity	Japan Equity 12.8%
18.8% Europe Equity	23.1% Europe Equity	11.3% Asia Equity	7.3% Alt Income	19.2% UK Equity	19.7% Japan Equity	-3.4% Global Equity	22.3% Global Equity	13.0% Global Equity	20.0% Global Equity	Property 10.7%
17.0% Asia Equity	21.0% Global Equity	11.3% Global Equity	4.0% Global Equity	15.0% Bonds - Other	13.8% Global Equity	-4.5% Bonds - Other	18.5% Japan Equity	8.8% Japan Equity	19.6% UK Equity	Europe Equity 10.7%
14.5% US Equity	18.4% UK Equity	9.5% Japan Equity	1.1% Core Bonds	12.8% Alt Income	13.6% Europe Equity	-5.3% US Equity	16.4% UK Equity	5.6% Core Bonds	13.4% Japan Equity	Alt Income 9.5%
13.0% EM Equity	12.2% Alt Income	7.5% Core Bonds	0.6% GBP Cash	11.4% US Equity	12.7% Property	-8.8% UK Equity	13.9% EM Equity	4.5% Alt Income	6.6% Alt Income	Asia Equity 9.5%
12.0% Global Equity	6.7% Bonds - Other	6.6% Europe Equity	0.1% US Equity	6.3% Core Bonds	11.7% UK Equity	-9.1% Asia Equity	13.6% Asia Equity	4.2% Bonds - Other	2.2% Bonds - Other	EM Equity 6.9%
10.2% UK Equity	1.1% Asia Equity	3.9% EM Equity	-0.8% Bonds - Other	2.3% Europe Equity	8.6% Alt Income	-9.3% EM Equity	13.4% Alt Income	1.4% Europe Equity	0.9% Core Bonds	UK Equity 6.5%
9.6% Alt Income	0.5% GBP Cash	2.7% Bonds - Other	-2.2% UK Equity	0.5% GBP Cash	7.2% Bonds - Other	-11.3% Europe Equity	11.1% Bonds - Other	0.3% GBP Cash	0.1% GBP Cash	Bonds - Other 6.1%
7.4% Core Bonds	-0.2% Core Bonds	0.6% GBP Cash	-3.9% Asia Equity	-0.7% Japan Equity	1.8% Core Bonds	-13.0% Property	5.6% Core Bonds	-13.2% UK Equity	-1.6% EM Equity	Core Bonds 3.6%
0.8% GBP Cash	-4.4% EM Equity	0.5% UK Equity	-10.0% EM Equity	-8.5% Property	0.4% GBP Cash	-15.1% Japan Equity	0.8% GBP Cash	-15.9% Property	-3.8% Asia Equity	GBP Cash 0.5%

Why do we focus on inflation?

Measuring ourselves against inflation is a challenging mandate, as it is a target that rises every year. But this makes sure we stay focused on identifying investments with good downside protection and which aim to provide steady returns.

But importantly, inflation is a powerful force that can seriously erode your wealth. By focusing on making sure your portfolio grows at a rate higher than inflation, we create wealth rather than watch it wear away.

Even at low levels of inflation, your wealth is eroded over time. The UK Government tasks the Bank of England to keep inflation at 2% a year, and the below chart demonstrates how much £1,000 today might be worth in the future for different inflation rates. For example, inflation at the 2% a year target over 25 years will reduce the value of £1,000 to £622 in today's money.



Source: City Asset Management

Our approach

While each client has different investment needs, and therefore different portfolios, our approach to investing is always consistent. We employ a well-defined, structured and repeatable approach to ensure the integrity of our decision making.



Step 1: Asset Allocation

Our process begins with research, and a formal analysis of the global investment environment. In our monthly Asset Allocation meeting, our research team confirm both our short term (tactical) and long term (strategic) asset allocation following presentations on every investment sector from our in-house analysts. This process allows us to identify the sectors and regions we believe will offer the best investment opportunities.

Step 2: Fund Selection

The next stage of the process is a more detailed analysis of all of the opportunities within our chosen sectors and regions. We use a number of tactical methods as well as interviewing the fund managers. This thorough research means we are able to identify what we believe are the best opportunities for all risk profiles that we cater for.

Step 3: Portfolio Construction

Our expert investment managers then use these investment opportunities to construct portfolios that are appropriate for our clients' risk profiles and wider circumstances.

Step 4: Risk Control and Monitoring

We operate strict ongoing risk monitoring and controls to make sure our investment process maintains its integrity throughout.

Bespoke discretionary management

We specialise in providing bespoke investment portfolios that are geared to your unique circumstances and objectives.

In practice, this means that we consider all relevant elements of your circumstances such as your attitude to risk, investment goals, tax position, need for income and any other wider circumstances including ethical views. Taking all this information into consideration, we combine the best of traditional asset classes (cash, equities and bonds) with alternatives such as property, commodities, hedge funds, infrastructure, private equity and structured products, resulting in a portfolio that is truly tailored to you.

Our bespoke investment portfolios can also be created in a variety of structures to help tax planning:

- ◆ General investment portfolios
- ◆ ISAs
- ◆ Pensions (SIPP / SSAS)
- ◆ Offshore bonds
- ◆ Trusts

Communication is a key part of our bespoke discretionary management service offering. We provide regular reporting as well as an online service which allows you to keep up-to-date with your investments. We are available to discuss anything with you either face-to-face, on the telephone or via email – whatever works best for you.

Where appropriate, we will work hand in hand with your other professional advisers, to make sure you benefit from a consistent, holistic approach.

“We offer a service-led approach, acknowledging that no two clients’ circumstances and investment goals are alike. A comprehensive knowledge of our clients is pivotal to how we do business”

HILARY COGHILL, FOUNDING DIRECTOR

Execution Only portfolios are available to clients who hold an existing Bespoke Discretionary Management portfolio with us.

Your questions, answered

WILL I HAVE A DEDICATED ACCOUNT MANAGER?

We make sure there are no barriers between you and the professionals delivering your planning and investment goals. As a direct client of our investment management services, you will have a dedicated team of professionals who are there to look after you and your affairs. In fact, many of our account managers have been working with the same clients for ten years or more, so we know how important it is to build strong relationships that guide you through different life stages.

Your dedicated team will include a dedicated Senior Investment Manager and Client Support individual. Where financial planning is involved, you will also have a dedicated Financial Planner.

HOW WILL YOU KEEP ME UPDATED?

You can view the value of your portfolio at any time via our secure online portal. As well as up-to-date valuations, you can use the portal to view the latest markets views and commentaries from our expert team.

You will also receive a valuation statement for your portfolio every three months, providing information on the performance of your investments together with any transactions over the period. We can issue reports more often if required.

We will also provide you with a tax pack at the end of the tax year, detailing all the transactions and income generated together with a capital gains tax summary for UK tax purposes.

HOW ARE MY INVESTMENTS HELD?

Like many of our industry peers, we use a specialist provider to hold client money and assets. Platform Securities LLP is an award-winning custodian, owned by a large US company. They are currently responsible for around £20 billion of assets in the UK and provide the very highest levels of services to us to support custody of assets, client money protection and administration. Please contact us if you would like any further information about how your assets are held.

WHAT ARE THE CHARGES?

Fees for investment management vary depending on the investment size and wrappers used. We offer you the choice between two fee arrangements: our 'standard' model and our 'all in fee' model. Our standard model is based on an annual management fee and dealing charges. Our 'all in fee' model is simplified and based on one standard fee with no dealing charges. We can provide you with more information to help you choose which model is best suited to your needs.

Financial planning is charged on a fee basis and varies depending on the complexity and type of work involved. All charges will be communicated and agreed upon before work commencing.

CAN I ACCESS MY INVESTMENT IF I NEED TO?

While you should expect to remain invested in our service for a certain period of time to achieve your investment goals, we also understand that circumstances change and you may need access to your investment earlier than you expected. We will work with you in these instances to unwind your portfolio and make sure we always keep you updated on how long it will take.

Are you ready to elevate your financial plans?

Whether you want to discuss putting a financial plan and investment strategy into place for the first time, or because you want to discuss your existing arrangements, we will work closely with you to understand your needs and deliver a joined-up solution.

A CONSISTENT TRACK RECORD

Navigating challenging markets requires expertise, experience and resources – a combination we have proudly delivered for over 30 years.

A PERSONAL SERVICE

Your dedicated investment manager and / or financial planner will work with you to make sure they understand your exact requirements.

RETURNS THAT MATTER

Our goal is to preserve and increase your wealth, not just to chase the performance of stock markets. This means we stay focused on identifying investments with good downside protection and the potential to provide steady returns.

A FOCUS ON INTEGRITY

We employ a well-defined, structured and repeatable approach across all our clients' portfolios, to ensure the integrity of our decision making.

Find out more

Our team are always on hand to tell you more about our service and find out how we can help you. To arrange an initial meeting, please do not hesitate to contact us. You can reach us either online (www.city-asset.co.uk/contact-us), via email (info@city-asset.co.uk) or by calling 020 73242920.

We look forward to hearing from you soon.

The value of your investments can fall and you may not get back the amount invested. Past performance is not a guide to future performance.

This notice cannot disclose all the risks associated with investments and investment services. Please see our website for more information and more detailed risk warnings.

The information within this document does not consider your specific investment needs or financial situation. It is not a personal recommendation and you should not regard it as a solicitation or invitation to buy or sell any securities or instruments mentioned within it.

You should not invest in or deal in any financial product unless you understand its nature and the risks associated with it. The investment services discussed or offered by us may not be suitable for you. If you have any doubts as to the merits or suitability of an investment, you should seek advice from a financial adviser.

The levels, bases and reliefs from taxation are subject to change. The Financial Conduct Authority does not regulate tax advice, trusts or offshore investments.

While we believe the information within this document to be correct, we cannot assume liability for any errors or omissions, except insofar as liability under any law cannot be excluded.

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