

Optimum Investment Management Service Proposition

Optimum Independent Financial Advisers is an *Independent Advice* firm. The Optimum Investment Management (OIM) service proposition is not a one-size fits all. Advice and recommendations are bespoke to each individual client taking into account such matters as attitude to investment risk, capacity for loss, tax position and personal needs and objectives.

The OIM service proposition is a proactive financial and investment advice service with an ongoing review process designed to offer our clients the best possible financial advice and ongoing management of their investments. Initial advice and recommendations are underpinned by a rigorous and robust investment technique and methodology, using state of the art independent technology to research individual funds and assess the whole market place to create investment portfolios tailored to individual needs and objectives.

- OIM investment propositions include:
- OIM Portfolios
- OIM Ethical Portfolios
- OIM Mixed Asset Blended Funds
- OIM Passive
- OIM Individual Fund Selection
- OIM DFM Model Portfolios

The core part of the OIM service is the independent fund research that is conducted each month within our monthly investment management meetings. Funds are filtered and our portfolios are constructed based on factors such as financial ratings and performance without bias to the fund range of any individual fund provider. To achieve this we use the FE Analytics software as provided by Financial Express (FE). FE Analytics is a powerful award winning tool, which covers an extensive range of onshore, offshore and international funds, life, pensions, ETFs, investment trusts, equities and more. FE Analytics provides possibly the most powerful combination of comprehensive asset data and market leading analytical functionality available in the UK. This process applies to OIM Portfolios, OIM Ethical Portfolios, OIM Mixed Asset Blended Funds and OIM Passive.

OIM Individual Fund Selection solution and OIM Discretionary Fund Managers (DFM) Model Portfolios propositions are additional solutions that are a variation of the core propositions as noted above. However, they offer a valuable alternative option, either on their own or blended with other propositions and are recommended where appropriate. They are monitored and subject to a robust review via a regular due diligence process using FE Analytics.

Ongoing advice includes annual reviews to ensure client investments and/or portfolios remain consistent with their objectives. Although performance of any investment can never be guaranteed the Optimum Investment Management service is offered as a means of hedging against the events that can cause long term damage to investment returns. Without an ongoing review process there remains the severe risk of languishing in investments/funds that for whatever reason are not performing to the required standard.



Optimum's OIM commitment

Transparency

We will demonstrate our product, tax and fund research and OIM investment proposition structure to you before any investment is made.

Initial advice process

We will work with you to create your own bespoke investment plan, after conducting a full fact find process, designed to meet your personal and financial objectives.

We will conduct an in-depth assessment of your risk tolerance and capacity for loss to agree a suitable investment strategy based on your personal attitude to investment volatility and risk.

We will recommend portfolios reconciled with your attitude to risk and using appropriate tax wrappers designed to meet your investment objectives, to ensure that your assets are arranged in the most tax effective manner.

Proactive portfolio management

We conduct internal interim investment meetings on a monthly basis and full strategic meetings on a quarterly basis to monitor OIM investment propositions in regard to areas such as asset split, fund selection and risk assessment. Constituent funds of all propositions are checked at pre-set periods to ensure they meet set criteria and continue to reconcile with the exacting standards that we place on them. Quarterly strategic investment meetings are minuted and available for clients to view on request.

After due process and consideration, any funds that are no longer meeting the criteria set upon them and/or are deemed inappropriate may be deselected from the ongoing propositions and be replaced with an alternative fund from the same asset class that does meet our criteria and/or is then deemed more appropriate.

New client investment will always be allocated to the latest current portfolio at the time of investment and will then remain unchanged until the annual review. At which time the client's portfolio will be rebalanced/upgraded to the *then* latest portfolio version. Please refer to the client's commitment section below.

Client review

We will provide you with an annual review of your investments and financial position in relation to such.

At the annual review we will assess the continued appropriateness of your investments and associated attitude to risk. We will rebalance your investments in line with your current risk profile and financial objectives and/or any amendments that may have been made to the portfolios following our quarterly investment strategy meetings during the preceding year.

Reviews will be conducted either by telephone or face to face dependent upon the value of your investment in the OIM service. Private parking and private meeting rooms are available for all clients who have their annual review at Optimum's office.

Ongoing

As part of the OIM service proposition, ongoing/ad hoc tax efficiency/tax wrapper advice is included with regard to capital and/or regular withdrawals.

Direct client access to an adviser is available at any time, during normal office hours, via telephone or email.



Client's Commitment

It is important that you respond to our contact and participate in the annual review as not doing so could have a detrimental effect on the management of your investment. It is also important that you provide all documents and information requested in order for Optimum to meet its statutory and compliance commitments.

Rebalancing/switching permission

In order for us to rebalance and make changes to a client's portfolio at an annual review we require permission from the client to proceed in the form of a positive response. This positive response can either be as a reply to an email from us detailing the recommended fund switch/rebalance or by signing a fund switch/rebalancing authority form. Please be aware that we cannot under any circumstances amend your portfolio without your consent and permission.

With this in mind, it is important that you respond to our rebalance/fund change recommendations as not doing so could have a detrimental effect on our ability to maintain the management of your investment. We recommend that you add our email to your contacts list in order to prevent emails from being missed or going into a junk folder.

As part of your commitment to this service it will be your responsibility to reply to our rebalance/switch authorisation request. Please be aware that it is not the responsibility of the OIM service to allow for client holidays or overlooked rebalance/switch requests and reminders will not be issued. Should a client miss a rebalance/switch request for any reason the fund changes will not be processed at that review.

Fees

For participation in the OIM service proposition, you will pay us via an adviser charge. We will discuss your payment options with you and answer any questions you have. Our typical adviser charges are noted in our Initial Disclosure (CIDD) document. The exact amount may be less than those quoted, however, it will be specifically agreed with you based on the work involved. We will confirm the actual adviser charges and how we are to be paid in writing within our separate *Services & Payment Agreement*, before providing our services to you.