



INVESTMENT
PHILOSOPHY



TIER ONE CAPITAL

A WARM WELCOME



At Tier One Capital we pride ourselves on providing each and every one of our clients with a first class investment experience.

We position your portfolio to deliver the long term returns you are seeking to achieve while providing great peace of mind that your holdings are in safe hands.

Every member of our team is here to help and we hope you thoroughly enjoy your investment experience with us over the coming months, years and generations.

INVESTMENT PHILOSOPHY

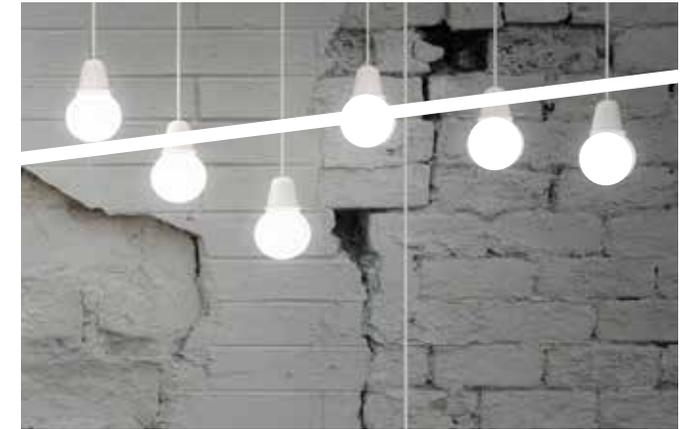


We aim to achieve a mutually agreed set rate of annualised return through designing a bespoke wealth investment solution that works towards each of your goals from wealth creation, to wealth enhancement, to on-going financial security and protection from inflation.



Our investment philosophy is continuously tailored to your personal requirements whilst our approach is derived from three key factors influencing your portfolio:

- The Economic Environment
- Your Investment Goals and Parameters
- Your Risk Profile and Risk Tolerance



These factors all contribute to the process of refining and honing our core investment philosophy into building a portfolio uniquely constructed for your needs.

Drawing from our experience and expertise, we guide you through good times and bad, and adapt our investment strategy to cope with changing economic cycles. Our core values and investment ideology remain reassuringly consistent and relevant throughout.

CORE AND SATELLITE APPROACH



The investment philosophy we adopt at Tier One Capital implements a classic core and satellite approach throughout our model portfolios.

The main core holdings of your portfolio are constituted of efficient passive instruments including exchange traded funds, exchange traded commodities and traditional low cost tracker funds. This allows us to substantially reduce the cost of our portfolio management.

We supplement this efficient core with a thematic satellite approach delivered through the use of more active holdings such as cost efficient listed and secondary market structured products.

We fully believe that such a strategy is as well positioned as possible to protect against the long term erosive effects of inflation.

INTELLECTUAL HORSEPOWER



Our experts regularly speak at national and international conferences and at leading universities on subject matter including modern portfolio theory, structured products and wealth management.

You can rest assured that the advice you receive is designed and implemented by the highest quality personnel.



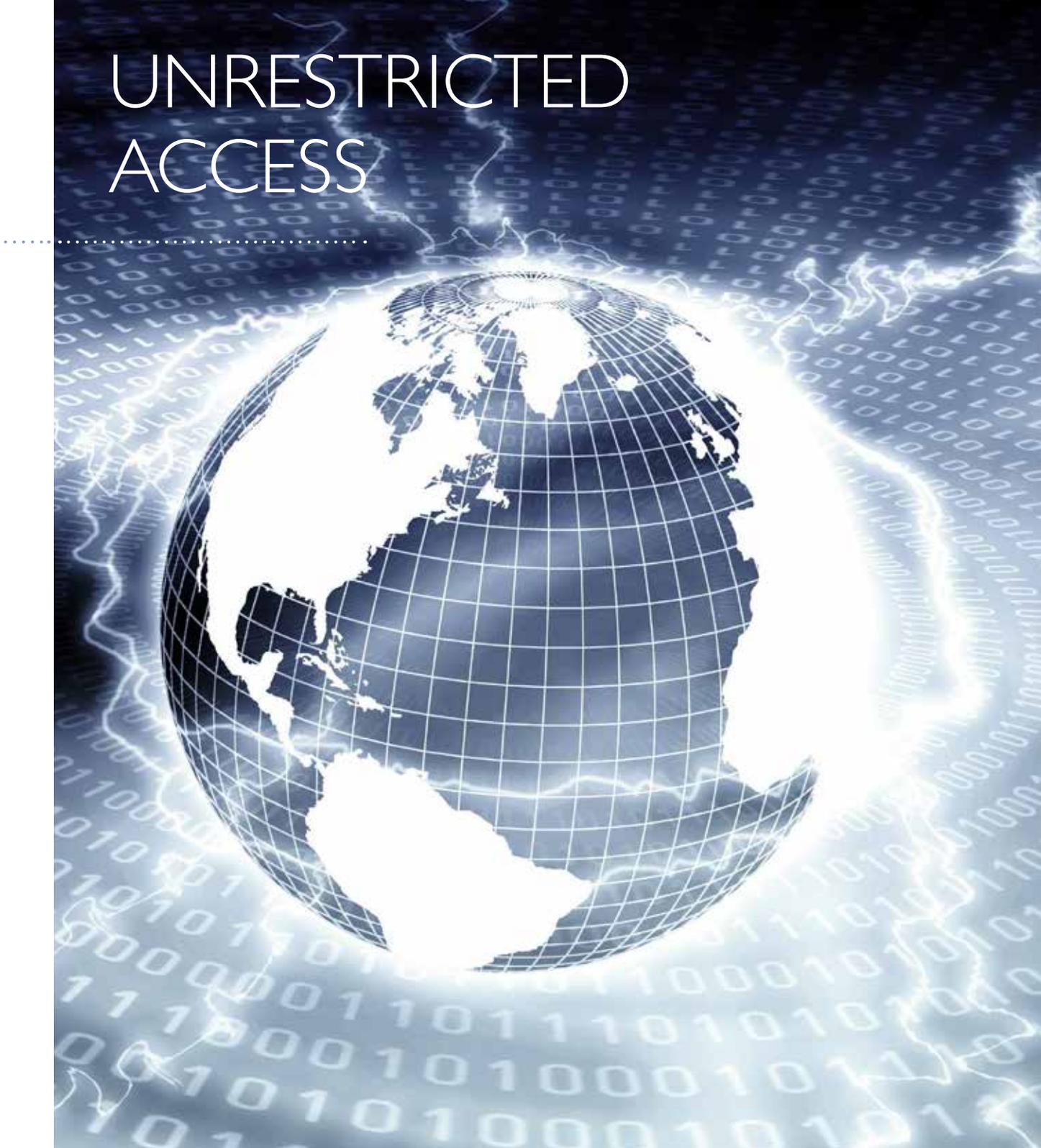
The quality of any business is perpetually driven and determined by the quality of its people.

We have assembled a team of renowned experts with specialism across a wide variety of fields and pride ourselves on providing truly holistic advice with independence built into our advice process at every stage.



Innovation and creativity is an integral part of staying ahead of the game so we support and motivate this team to continuously improve and consolidate their working knowledge to turn the potential into the practical.

UNRESTRICTED ACCESS



Tier One Capital is a directly authorised independent wealth manager. This means we provide whole-of-market independent advice to our clients and provide our advisers with the greatest breadth of options to consider when constructing the right solution for your needs.

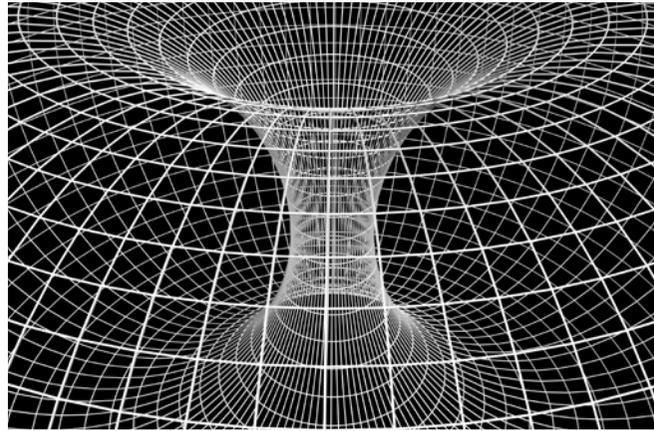
As no one provider ever offers the best option in all areas, we prefer to adhere to an entirely open architecture philosophy in everything we cover. We make it our business to source the best providers in the marketplace and do not distinguish on anything other than quality of investment.

Our clients can therefore have the utmost faith that when our advisers say they believe something is the best option for you, rather than being unduly biased behind the scenes, they mean it.

SOPHISTICATED RISK PROFILING



We believe that it is highly important that your investment portfolio is constructed in a way that accurately reflects an appropriate level of risk for your personal attitude towards risk.



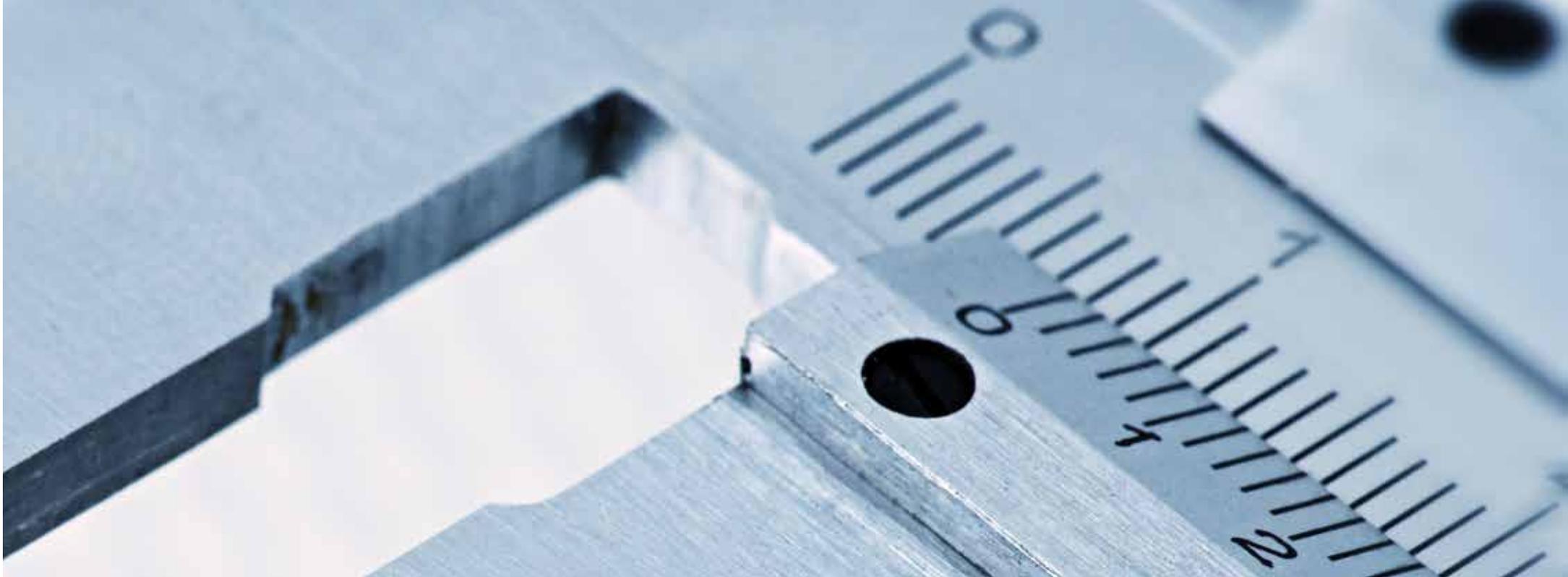
We utilise a sophisticated risk profiling system to ensure that we accurately record and reflect your unique risk preferences and tolerance.

Your individual pattern of answers to a series of clear and concise questions, each regarding your attitude to risk, guide our construction of your portfolio in the first instance.



Our advisers will then sense check this to set mutually agreed risk parameters and ensure that the output of this process is something they feel is an accurate representation of the level of risk that you are comfortable with whilst also being appropriate for your personal financial circumstances.

We then maintain your portfolio to achieve the best returns possible whilst ensuring your designated portfolio manager stays within those parameters at all times.



PRECISION MODEL PORTFOLIOS

We maintain four model portfolios:

- CAUTIOUS
- INCOME
- BALANCED
- GROWTH

Each of these portfolios will adopt a strategic asset allocation in line with the level of risk preferable for each portfolio.

We manage the risk contained in each portfolio by benchmarking their respective risk profiles against the volatility of the market.

As a minimum, we always seek to protect the real value of your capital and mitigate the long term erosional effects of inflation.

Structured products are types of structured investment strategies which can enhance the control of your exposure to an underlying investment such as the FTSE 100.

They can allow a position to be as defensive or aggressive as desired and can offer highly attractive pay off profiles with a full range of capital protection.

Our team holds considerable expertise in this field and we have collectively studied these complex investments in depth to allow us to provide our clients market leading opportunities in this area.

In line with our independent philosophy, we operate an entirely open approach to structured products meaning we can select the best products from across the market rather than simply one institution.

STRUCTURED PRODUCTS



STRATEGIC ASSET ALLOCATION

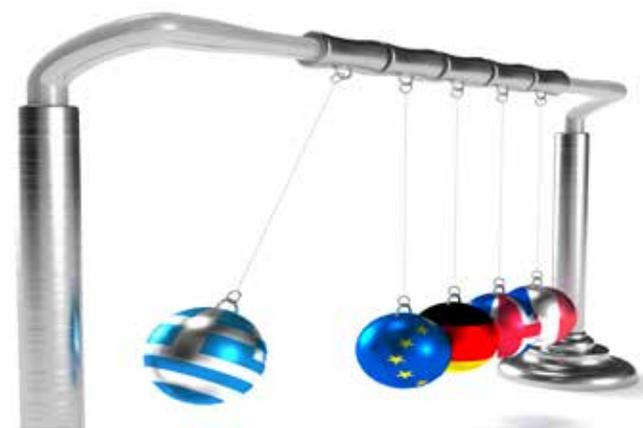


Academic research has consistently shown that the most important driver of long-term investment returns is the Strategic Asset Allocation of each portfolio.

Although market timing and stock selection are powerful drivers of short term performance when correctly implemented, the benefits of both strategies are clearly shown to fade away as a portfolio's time horizon becomes longer.

Our economic experts aim to find the optimum balance of weightings to each asset class in order to maximise long-term returns whilst importantly minimising risk.

TACTICAL ASSET ALLOCATION



Proactivity and responsiveness form an integral part of our core investment ideology.

In the present economic environment, we believe a more active approach is demanded to best weather dramatic market fluctuations as and when they occur.

By employing a short term Tactical Asset Allocation, we can adjust the weighting within a portfolio to optimally exploit and capitalise on sudden market opportunities and investment themes as and when they appear.

These short term deviations from our long term convictions are made within designated and specific risk framework controls. This ensures that we maintain a consistently nimble, flexible and sensible investment approach.

TAX EFFICIENCY

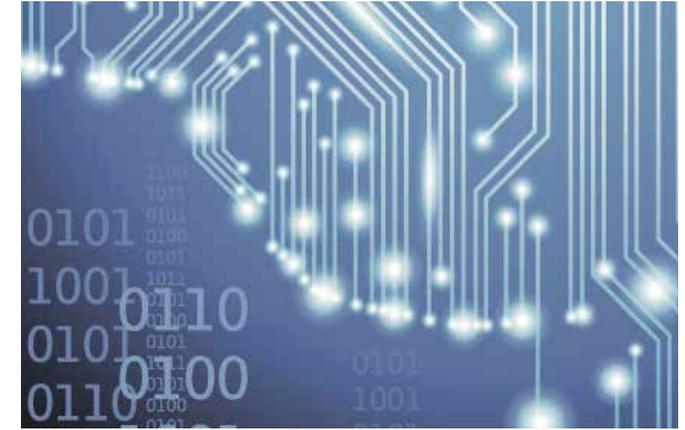
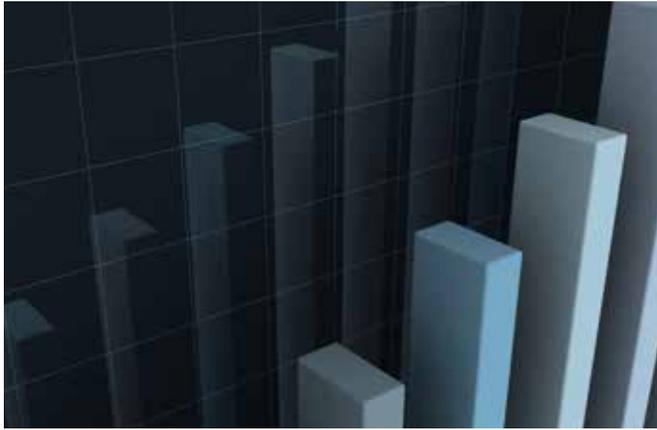


The preservation, enhancement and generation of wealth can be compromised significantly if the correct tax planning is not in place. In addition to driving investment returns in line with client objectives and risk appetite, it is essential that the appropriate tax wrappers are used to ensure tax efficient investing.

We strive to ensure that the basics are not missed, such as ensuring the correct apportionment of assets between spouses. Along with the commonly known tax vehicles such as ISAs, Self-Invested Personal Pensions (SIPPs) and Trusts, we also review and consider Enterprise Investment Schemes (EIS), Venture Capital Trusts (VCTs) and other tax efficient solutions.

Although we never invest purely for tax efficiency, we do advocate sensible, efficient and professional tax planning. Our advisers work alongside your existing tax adviser while we also have a number of strategic partnerships with high quality tax specialists which can also be called upon should an introduction be appropriate.

LOW COSTS AND ALIGNED INTERESTS



We take pride in our innovative charging structure that aligns our interests with those of the client.

Performance is central to our approach and therefore central to our charging structure.

We continually ensure our fees are highly competitive and as such we have the confidence to be transparent and clear with all investments so you can easily benchmark us against others.

All of our clients have the option of choosing a performance based fee approach which immediately aligns our interests with their own.

If we do exactly what we aim to do and grow our clients portfolios regardless of market conditions, we earn a higher fee accordingly. In negative or slowly rising markets however we revert to a low cost admin fee that does not materially further detract from already low returns.

EASY ACCESS REPORTING



One of the most common frustrations we have regularly encountered with financial institutions is overly complex reporting that becomes difficult for clients to engage with, to understand, and even simply to access.

Our statements are deliberately designed to be readily accessible and easy to read, with key information conveniently highlighted.

They carry headline summary updates showing what has happened on a high level and are layered so that any more detailed information desired is contained underneath.

We offer online access which collates all investments across different platforms into one easily accessible statement. These valuations are updated daily giving confidence that you always know exactly where your capital is currently placed and what it is doing.



The quality of our investment output is driven by the quality and breadth of the wide range of inputs that inform our team.

We strive to ensure that our research sources are as accurate, timely and dynamic as possible. Our extensive internal research capability is supplemented by a robust research system that keeps abreast of other publications and delivers a comprehensive compilation of external research and announcements.

The Tier One Capital Monthly Market Update, together with our Investment Blog and all other publications, is available in both electronic and paper copy. Subscription is readily available and encouraged for all clients.

You can also follow Tier One Capital at Twitter, Facebook, LinkedIn and on YouTube.

RESEARCH

CONTACT DETAILS

Please call us or visit our website to find out more about our team.



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TIER ONE CAPITAL

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