

Alpha Beta Partners is a Discretionary Investment Manager creating and designing multi asset portfolios with dynamic asset allocation and a rigorous risk management process at its core.

Our experienced team set us apart from the competition. Our experience and know-how at manufacturing investment and wealth management solutions for professional clients is a major factor when considering the appointment of Alpha Beta Partners.

These competencies enable us to provide clients with opportunities to:

- Collaborate in a co-manufacturing model with our professional clients and other selected counterparties.
- Engage with us in the design and co-manufacture of a bespoke offering for your business.
- Our service is modular and can be provided as stand-alone components, such as asset allocation and risk management.
- We provide investment management and advisory services across all of Retail, Wholesale, Institutional and Charity client segments.



LONDON CITY & BATH OFFICES

14 highly qualified and experienced staff across all investment management disciplines.



PROPRIETARY INVESTMENT PROCESS

Dynamic asset allocation within a rigorous risk managed framework delivers consistent returns. We strive to enhance customer outcomes.



AWARDS

Recognised by Defaqto as a Five Star manager for breadth of proposition & importantly Five Diamonds for investment process performance on our Core Range.



DIFFERENTIATION

What distinguishes us is our seamless blend of systems, processes, people & expertise across all areas of our client services.



INHOUSE EXPERTISE

Working with clients to build a robust investment proposition to power a Centralised Investment Process.

**Model Portfolios / Unitised Funds / Bespoke Manufacture / Asset Allocation / Fund Selection / Monitoring
Risk Management / Business Consultancy / SRI / ESG**

Working with professional clients to enhance consumer outcomes

We work collegiately with professional clients to ensure the Consumer Duty goals are delivered. We aim to set high and clear standards of consumer protection across financial services. Naturally, we put customers first.

Four outcomes:

1. Products and services. We ensure all products and services are fit for purpose, designed to meet the needs, characteristics, and objectives of a target group of consumers and distributed appropriately.
2. Price and value. We ensure consumers receive fair value and that there is a reasonable relationship between the price paid for a product/service and the overall benefit a consumer receives from it.
3. Consumer understanding. We strive to ensure that our clients communications, ongoing support, enables consumers to make informed decisions about financial products/services where we are a manufacturer.
4. Consumer support. We strive to ensure firms provide a level of support that meets consumers' needs throughout the relationship with us.

The FCA Consumer Duty places requirements upon us as a manufacturer and firms distributing products and services (distributors). Working closely with our clients in a planned manner ensures quality outcomes for consumers and a longstanding and mutually profitable relationship for our clients. Alpha Beta Partners is a "partner of choice" for co-manufacturing arrangements.

We are able to facilitate co-manufacturing

Alpha Beta Partners Co-manufacturing models are often derivations of the below:

- Adviser firm partners with a discretionary manager who runs a series of discretionary model portfolios designed specifically for the clients of the adviser firm.
- Adviser firm sets the mandate for each portfolio and can suggest asset allocation and fund selection to Alpha Beta Partners for consideration.
- A joint Investment Committee is set up.
- Adviser firm agrees target market for each portfolio with the discretionary manager.
- Discretionary manager has an in-built majority on the investment committee and power of veto on investment management decisions.
- Discretionary manager ultimately responsible for all investment decision.
- The Co-manufactured proposition co-branded and shown as “Powered by Alpha Beta Partners” or suchlike. This scenario is a co-manufacturing arrangement. Although the discretionary manager is ultimately responsible for the investment decisions, as it is the entity with the discretionary management permissions, the adviser firm is integrally involved in the investment process, target market and consumer communications. In effect, the adviser firm has ‘commissioned the service’ and is a co-manufacturer of that service. This type of scenario is often referred to as a ‘tailored’ or ‘bespoke’ solution as it is tailored or bespoke to the clients of the adviser firm.

We are able to support white labelling / co-branding

Where professional clients request a white labelled or co-branded approach to manufacturing, we are happy to consider this option. Of course, we must ensure the presentation of branding on materials and client communications is clear, fair, and not misleading.

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Important Information

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AB Investment Solutions Limited is authorised and regulated by the Financial Conduct Authority. Reference No. 705062.

You should remember that the value of investments and the income derived there from may fall as well as rise and your clients may not get back the amount they have invested. Past performance is not a guide to future returns.

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This document may not be shared with persons other than a Financial Adviser.

Further information and documentation is available on request, or on our website:
www.alphabetapartners.co.uk

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