Alpha Beta
PARTNERS

EXPERIENCE, INSTITUTIONAL PROCESS & JUDGEMENT

ACTIVE MANAGEMENT AT COMPETITIVE PRICES - STRIVING TO ENHANCE CUSTOMER OUTCOMES

defaqto EXPERT RATED DFM MPS on Platform 2023

defaqto EXPERT RATED DFM MPS (Platform) Family 2023

The Five Diamond rating awarded on Alpha Beta's Core portfolio range.

SM news FINANCE AWARDS 2022 Alpha Beta Partners Ltd Best Risk-First Investment Managers - UK

31 March 2023

www.alphabetapartners.co.uk

Executive Summary

- Alpha Beta Partners is a globally focused multi asset manager and the parent company of AB Investment Solutions Ltd.
- Alpha Beta collaborates with adviser firms and platforms to provide institutional quality active portfolio management for the retail market.
- A long track record in ESG and SRI investments and research having been early adopters over 19 years ago.
- Alpha Beta uses a proprietary investment process focusing on dynamic asset allocation and risk management which drives consistent returns within pre-agreed risk parameters - delivered at low cost.
- Alpha Beta has a highly experienced and qualified team across multiple disciplines.
- Alpha Beta strives to enhance customer outcomes.
- Alpha Beta has developed a strong track record of investment performance and risk management within a broad proposition - with the highest possible independent endorsement from Defaqto.

Alpha Beta Partners is a globally focussed multi asset investment manager. We deploy modern investment techniques, sound judgement based on deep knowledge and experience aided by the latest financial technology.

We provide the investment engine and other critical investment related services on a modular basis - an "Intel inside" approach for the UK retail / wholesale market. This proposition enables adviser groups to in-source as well as outsource based upon their requirements.

Our highly qualified team enjoys a strong track record, working consultatively with clients to enhance customer outcomes in both traditional and SRI solutions.

Company Profile

LONDON CITY & BATH OFFICES

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

PROPRIETARY INVESTMENT PROCESS

Dynamic asset allocation within a rigorous “Risk First” framework delivers consistent returns. We strive to enhance customer outcomes.

IN-HOUSE EXPERTISE

Working with professional clients to build a robust investment proposition to power a centralised investment process & a centralised retirement process.

- **Model Portfolios**
- **Unitised Funds**
- **Bespoke Manufacture**
- **Asset Allocation**
- **Fund Selection & Monitoring**
- **Risk Management**
- **Business Consultancy**
- **Sustainable Investment expertise and track record**

ACCREDITATION

Recognised by Defaqto as a Five Star manager for breadth of proposition & importantly as a Five Diamond (Core Range) manager for investment process & performance. Best Risk First Investment Manager 2022 by SME News.

DIFFERENTIATION

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

The Experienced Team

Geoff Brooks - *Chief Executive Officer*

30+ years strategic and leadership roles including; HSBC Global Head of Wealth, CEO offshore Europe, SVP Wealth USA, Sales Director Friends Provident and Standard Life.

John Reynolds - *Investment Committee & Board Chair*

35+ years investment experience including CIO at Capita, MD at RBS/ABN Investment Banking & top rated Extel Global Investment Strategist at NatWest Markets & ING Barings.

Andrew Thompson - *Director*

30+ years experience in distribution, investment management and proposition construction. Formerly Business Partner Head of UK Retail at Sarasin, Head of Strategic Clients and Head of Wholesale at Morley.

Asim Javed - *Senior Investment Manager*

10+ years CFA Charter Holder and Chartered Accountant. Various roles including Fund Accounting, Investment Consulting and Investment Risk Management.

Melanie Kennard - *Operations Director*

20+ years financial services industry experience, having previously held posts at City Financial Managers Ltd and Miton Group plc, and is IMC qualified. She co-founded Coram Asset Management in 2014 which was subsequently acquired by MitonOptimal International and then Alpha Beta Partners in 2020 and acts as COO of the business.

Peter Toogood - *Investment Director*

Co-founder of original Forsyth – OBSR Rating Service in 2002. Joined OBSR in 2008 before it was acquired by Morningstar in 2010, leading the advisory business. Co- founder, The Adviser Centre in 2014. CIO of the Embark Group.

George Higginson - *NED*

30+ years strategic and leadership roles including CEO Sesame Bankhall, Founder of Intrinsic Financial Services, Executive career in Zurich Financial Services. Chairman OptimumAsset Management.

The Experienced Team

Christopher Finch - *Director*

Prior to forming TRI Investments Limited in 2004, Christopher spent 22 years in the financial services business. The first 10 years was spent working for two National Independent Financial Advisors (IFA's) specialising in advising clients on investment products as well as corporate pension schemes. Following that Christopher worked for two global investment management companies focusing on developing new investment products and services for the retail and institutional markets. He is an Associate member of the Personal Finance Society.

Clive Redding - *Business Development Consultant*

30+ years experience in leadership and strategic wealth management sales distribution roles including: HSBC, Head of Insurance Sales (Europe & Americas) and Head of Wholesale & Channel Development. Formerly Regional Director and Regional Sales Manager (Financial Planning) for Nationwide.

Brian Primrose - *Director*

40+ years experience in financial services with a career spanning, Canada Life, SG Warburg/ Mercury Asset Management, Schroder Investment Management, Banque Generale du Luxembourg and Capita Financial Managers. A Member of the Institute of Directors and an Associate Member of the Chartered Institute for Securities and Investments.

Sarah Warner - Fund Analyst

Sarah began her career at Minerva Fund Managers which was formed in 1991 by her father Paul Warner and has over 20' years of experience working in the sphere of Ethical and Socially Responsible Investing. Minerva had been running Ethical and SRI portfolios since 1994, was acquired by Miton Optimal UK in July 2017 and subsequently Alpha Beta in December 2020. Sarah has graduated from Cardiff University with a degree in Psychology and a master's in social work and has acquired CISI Diploma in Investment Compliance and the CISI level 6 certificate in Private Client Investment Advice and Management. She is a Chartered Member of CISI.

Investment Analysts -

Areeba Baloch | Hassaan Adeel | Haider Ahmed | Mohsin Javed | Sania Naeem | Tauqeer Ahmed

Qualified Finance graduates with over 6 years of combined experience. Skilled in financial analysis, investment research and operations.

The Right Solutions - At The Right Time

It is a tangible benefit to financial advisers both at customer and regulator level to know that the risk within a portfolio will not drift beyond what has been agreed with their client. The proprietary “Risk First” process under writes this key point for advisers. Deploying state of the art systems and being risk focused provides this benefit.

Deploying proven institutional management techniques and supporting systems enables us to deliver forward looking asset allocation methodologies and to constantly appraise performance to ensure we deliver or surpass the target return objective, always within the allocated risk budget.

Alpha Beta works consultatively with clients to create investment propositions which match specific requirements across both accumulation and decumulation environments. We work with leading academics in Bayes Business School to devise appropriate modern solutions.

Active management of Passive and Active solutions - asset allocation is the evidence based driver of 90%+ of total returns. Alpha Beta sits in the sweet spot between the passive players and active funds. We provide strong and consistent risk adjusted returns striving to enhance customer outcomes.

CONTACT

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Important Information

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Please remember that you should not base decisions on past performance and that prices may fluctuate, and you may not get back your original investment. Past performance is not a reliable guide to future performance.

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