Who we are

In partnership with your financial adviser



Succeeding together

7IM

Capital at risk

You should be aware that the value of investments may go up and down and you may receive back less than you invested originally.

7IM considers that the obligation to provide appropriate advice and explain the risks inherent in the portfolios falls to advisers.

ABOUT 7IM

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Working with you and your financial adviser

7IM works in partnership with your financial adviser to help you make the most of your money.

Your adviser gets to know you, gaining an understanding of your long-term financial goals. And we provide your adviser with a cost-effective investment-management service supported by technology that makes it all happen efficiently for you.

Our close relationship with advisers has shaped our service. Many of our most innovative solutions have grown out of what we've learned by working with advisers, finding new ways to meet your needs as their client.



Your adviser should always be your first port of call, but we're here too if you need us.

About 7IM

Whether you're investing for growth, planning for retirement, or drawing an income from your investments, we work with your financial adviser to build a portfolio that works best for you.

From the very first days of 7IM – back in 2002 – we've worked with financial advisers and planners to achieve the best for you, their clients. They get to know you and your financial goals, and we provide them with cost-effective investment management services and technology to help you achieve them.

We think it's the ideal arrangement – for you, for advisers and for us. In fact, the services we're proudest of have been shaped from conversations we've had with advisers about what their clients want.

We're incredibly proud of our commitment to sustainable investing. We're mindful of the impact as a business that our portfolios have and are constantly working on developing our sustainable investing options.

2002

Founded in 2002

600

Over 600 people working as part of the 7IM Group

£25 billion

Over £25 billion of assets under management

Awards

You can view our awards on our website **www.7im.co.uk**

And while it's great to be recognised in the industry, what's even more rewarding is the positive impact we have on our clients.

Signatory of:

PRI Principles for Responsible Investment

UK STEWARDSHIP CODE

"As I have often said this is "our future in your hands" and you have been and are someone who we trust with our future."

Our commitment to you

We will always put you, our client, first

From seven people who founded this company two decades ago, we've grown to more than 600 employees. And while we will continue to steadily evolve, there's one thing that won't change and that's us shaping what we do around you. You can always count on us to put you and your best interests first.

We will value our people

It's our people that you put your trust in so that's why we promise to look after our colleagues. After all, the better we look after our people, the better they will look after you.

We will demand excellence

We've always believed it's a privilege to look after our clients' money, so we don't ever wish to become complacent about it. You can rely on us to always challenge ourselves to do better and keep innovating as we chase our vision of delivering an unrivalled experience.

We will keep things simple

Life is complicated enough. That's why we like to keep things as simple as possible. So, whether it's how we manage money or the language we use to communicate with you, we promise to keep it straightforward and transparent so you can easily understand what we are doing.

We will do the right thing

We understand that from time to time, we won't get everything right. We are only human after all. But when things don't go according to plan you can trust us to put things right as soon as we can.

We will listen and respond

It's no secret that communication is the key to any strong relationship, so we will try to make sure you have all of the information you need, any time you need it. And this goes both ways; we will always listen to any feedback you have. In fact, we need it - we can only improve by learning what we're not doing so well.

We will succeed together

We wouldn't be where we are today without you. Our success has been and always will be dependent on yours. That's why we believe in forming long-term and collaborative partnership with you so we can succeed together.

If you have further questions, please contact your financial adviser in the first instance or your 7IM Investment Director.

How we manage your money

Strong investment performance = Inflation adjusted growth of capital

7 Core Beliefs

We believe to do anything properly, there needs to be a plan. There's no point in setting out on a journey if you don't know where you're going, and there's no point in having a destination if you haven't thought about how to get there.

We build a foundation for all investors which maximises **diversification** as much as possible. Portfolios which are exposed to multiple sources of return deliver better outcomes for investors over the long-run. That's the plan we start with.

What we believe in	How we do it
Invest for the long term	Strategic asset allocation is key
Markets are not always efficient	Tactical tilts can add value
No perfect foresight	Diversification
Emotional responses damage wealth	Composure and patience
Independence and openness	High challenge, high support team environment
Control costs	Flexible implementation (active & passive)
Learn lessons	Constant review and evolution

Properly diversified portfolios

Institutional investment tools, with boutique service levels

20+ years of delivering for our clients

Multi-disciplinary investment team

Industry-leading investment management technology

Best-in-class reporting and communication

Our approach to risk

Risk Management is at the heart of our business, and our specialist Risk Management Team work in parallel with our Investment Management team. They provide a system of checks and balances which help to strengthen our investment approach.

The team constantly monitor portfolio level risks across a whole range of risks, using integrated systems and data. Whether it's liquidity management or market stress tests, every single portfolio is filtered through the same screens and analysis.

Investment Team

- Identify investment opportunities
- Make choices on asset allocation
- Research investment selection

Risk Team

- Analyse and challenge investment decisions
- Assess their potential impact on portfolios
- Identify unintended risks and suggest how to mitigate them

Portfolio

Stress testing

We run stress tests using 30+ historical events and forward-looking scenarios, ensuring we are prepared to react to changing threats and opportunities.

Liquidity management

We do not select any investments where we aren't provided full transparency of the underlying holdings. This means that there are no hidden surprises. If you require cash and assets to be sold, we can do so without delay.

Volatility controls

Your adviser is responsible for assessing your attitude to risk and tolerance of associated volatility. We ensure that our portfolios do not deviate from those set parameters, otherwise resulting in you taking too much or too little risk.

Attribution analysis

We regularly review our portfolios to evaluate the drivers and detractors of investment returns. This enables our Investment Team to make timely tactical adjustments that work favourably in changing markets.

Reporting, communications and engagement

We offer personalised reporting and commentary for every client. This includes portfolio insights, market updates, ad-hoc reporting and our availability for virtual or face-to-face meetings with your dedicated Investment Director.

Meetings
You can meet with your Investment Director virtually or face to face, where we'll explain the latest changes in your portfolio.

Insights
We will share a range of resources including articles and commentary from our Investment Team.

Reporting
We'll provide you with comprehensive asset allocation and performance reports as you require them.

App and portal
The 7IM app and portal gives access to a host of information about your investments, with useful tools to further understand how they have performed.

Features

- Get access to summaries of your portfolio and its performance
- Easily find your statements and transactions when you need them
- Receive updates when new reports are available to view

Sustainability at 7IM

The benefits:

As a corporate citizen, we take our environmental, social and governance (ESG) responsibilities seriously.

ESG responsibilities are built into our processes
Our investment processes incorporate an evaluation of ESG factors and how they influence risk and return. We believe this is best handled within the relevant teams – Investment Strategy, Portfolio Management and Risk Management – rather than separately. Each team has an ESG champion who ensures that issues are addressed comprehensively.

We're signatories of the UN Principles for Responsible Investment (PRI)
The UN PRI principles require that we incorporate ESG considerations within our investment process and provide in-depth reporting. We analyse investments in terms of environmental footprint, corporate and country governance and human rights, and prioritise ESG considerations in our research and analysis.

We're committed to adopting the UK Stewardship Code
The UK Stewardship code is made up of seven principles for institutional investors relating to a variety of responsibilities. These include sharing information, monitoring companies we invest in and establishing guidelines to protect shareholders.

We're reducing our corporate footprint

We have identified opportunities to reduce our carbon footprint by reducing air travel, utility consumption and streamlining our supply chain. Where we cannot eliminate all carbon emitting activity, we will look to offset carbon emissions created by 7IM, e.g. by tree-planting.

We have a programme of charitable work

7IM'ers have been committed to supporting charities and communities for a long time. From national charities across the UK to smaller local community projects, the 7IM charity programme is committed to supporting causes that can make a difference to those in need. In 2021 we plan to continue this support, with a dedicated committee and a pledge from 7IM to match funding of £17,500 to any fundraising carried out by our people.



If you would like further information regarding any of our services:

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Seven Investment Management LLP is authorised and regulated by the Financial Conduct Authority.
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