



## **PRESS RELEASE**

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### **NEW INVESTMENT COMPANY LAUNCHES WITH INNOVATIVE FOCUS ON USING EXCHANGE TRADED FUNDS**

A new approach to investment management is unveiled today, with the launch of **Pan-Asset Capital Management Limited**. The company aims to maximise client wealth through the use of strategic asset allocation mainly via Exchange Traded Funds (ETFs), which have rapidly grown as an investment class over the past five years.

Pan-Asset Capital Management is independent and specialises in the management of private wealth and charitable endowments. It was founded by experienced investors: Robert Brown, former CEO of Sarasin Chiswell; Christopher Aldous, former CEO of Absolute Fund Management; and John Redwood.

Following a model already well-proven in the USA, the company uses a distinctive and unusual 'core-satellite' approach to investment, with the main portfolio exposure gained via a 'core' of tracker funds. It uses Exchange Traded Funds (ETFs) to build this 'core' portfolio, as these are now available for a wide range of established and alternative asset classes and provide diversification of investment managers and investment styles. ETFs also avoid manager and specific company risk. The smaller 'satellite' component of a client's portfolio is invested in actively managed funds chosen for their potential to outperform the market.

Robert Brown, Chief Executive of Pan-Asset Capital Management, says: "Most asset managers concentrate on trying to choose shares which will beat the market index, but our research shows very few achieve this for any sustained period of time. Also, many asset managers effectively emulate what everyone else is doing, and spend little time trying to make different and better asset allocation decisions."



He continues: “Pan-Asset Capital Management believes strategic asset allocation, which focuses on selecting a mix of investment asset classes for each client, rather than individual stocks and shares, is the key to successful portfolio investment.

“A private investor or a charity that has worked hard to raise money needs individual attention, particularly when, like now, markets are turbulent and protecting wealth is part of the task. We aim to match the risk to the client’s needs and explain the effects of differing asset allocations.

“We look for assets that will deliver steady growth and income over time, and we primarily invest using ETFs to benefit from their lower costs and good liquidity. This is also good news for clients as this means lower costs and ultimately a better performance for them too,” concludes Robert Brown.

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**Issued on behalf of Pan-Asset Capital Management by Kelso Consulting.**

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Pan-Asset Capital Management Limited is authorised and regulated by the Financial Services Authority.



## Notes to Editors:

**Exchange Traded Fund:** Exchange traded funds (ETFs) are index-tracking funds or trusts that are listed on an exchange and whose assets mirror the price movements of the underlying share portfolio of an index, sector or commodity (such as the FTSE 100, water sector shares or gold). Investors can buy or sell shares in the collective performance of an entire stock portfolio as a single security.

**Robert Brown**, Chief Executive of Pan-Asset Capital Management, has worked in investment management for family wealth, charitable endowments and institutional funds since 1972 with Phillips & Drew, NM Rothschild and UBS. Between 1998 and 2004 he was the Managing Director of Chiswell and later Chief Executive of Sarasin Chiswell.

**Christopher Aldous**, Director of Pan-Asset Capital Management, has worked in investment banking since 1981 with Cazenove, BZW, UBS and Robertson Stephens. He has been involved in wealth management since 2001 as a founder and Chief Executive of Absolute Fund Management.

**John Redwood**, Chairman of Pan-Asset Capital Management, was an investment analyst and Director of Robert Fleming and NM Rothschild in 1970s and 1980s. Since then he has been a Pension Fund trustee, member of the investment committee of an Oxford college, the chairman of an investment company and a non-executive director of a hedge fund. He was an early advocate of tracker funds to cut the costs of equity investment. He has been the Member of Parliament for Wokingham, since 1987 and is currently co-chairman of the Conservative Party's Policy Review Group on Economic Competitiveness.

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