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Evercore Pan-Asset  
Keeping it Simple

*Evercore Pan-Asset Press Release*

# Keep ETFs Simple

There is an increasing supply of new complex ETFs coming to the market provoking commentary that ETFs are becoming complicated and risky. These are new types of fund which offer different styles of active management or offer to gear or short underlying assets.

“Keep it simple,” said Christopher Aldous, CEO of Evercore Pan-Asset when commenting on the development of new complex ETFs.

“We use simple ETFs to implement our investment strategies. Simple ETFs track main indices reliably, have low costs, and are as liquid and as risky as the underlying market they track. As soon as you introduce contracts for differences, options, short sales and other financial techniques on any scale you raise the costs, increase the risks and increase the complexity. Such products should be called Exchange Traded Products, not Exchange Traded Funds, to warn people they are different”.

“Simple ETFs are a superb way of making sure that you are invested in the asset classes of your choice. They are a very powerful tool for Financial Advisers trying to get ready for a post-RDR (Retail Distribution Review) world and can be a big help in bringing down the overall cost of investment. We don’t want ETFs being given a bad name by someone developing a complex product which goes wrong”.

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% To schedule an interview with Christopher Aldous, please contact Hilary Power on 020-7398-5840.

% To see EPA’s **new ETF publication**, “Big Picture Investing”, please visit <http://www.pan-asset.co.uk/news-and-opinions-research-pub/big-picture-investing.htm>

## Notes to editors

Evercore Pan-Asset (EPA) pioneered asset allocation advice using index tracking ETFs to implement the strategies in the UK. EPA is a specialist asset allocator, advising funds and individuals on their overall asset allocation and offering a dynamic asset allocation investment management service. EPA also produces an annual independent survey of ETFs, providing a work of reference on popular ETFs. Most of the other research available on them is provided by the ETF sponsors themselves.

## Media Enquiries

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