



## Why Tacit?

An investment manager focused  
on investor needs

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## An investment manager focused on your needs

Good financial planning and expert investment management can make a huge difference to your wellbeing. They are both specialist skills. Your financial adviser has recommended that Tacit Investment Management (Tacit) be engaged to manage your wealth. Tacit is a boutique firm and a name you are unlikely to have come across before. So what makes it right for you?

### Unusually strong investment team

Tacit was launched in 2010 by a small team of some of the most experienced and respected investment managers in the industry. It is garnering a series of awards and accolades and delivering outstanding performance. In 2017 it won the prestigious *Citywire* award for Best Small Discretionary Investment Manager and was also shortlisted in the *Investment Week* Specialist Investment Awards as Discretionary Fund Management Group of the Year.



**Raj Basra**, Chief Investment Officer, is an expert in picking and blending funds. He was a Director at Deutsche Bank UK Private Wealth Management (DBPWM). Prior to that he was Head of Manager Selection at Barclays Wealth and before that Head of Collectives Research at Gerrard Ltd.



**Kypros Charalambous**, Head of Investment Services, has over 20 years' experience gained in senior roles at Barclays Wealth and Deutsche Bank. A Fellow of the Chartered Institute for Securities and Investment, Kypros feeds his insights and knowledge into the investment process. He is also an expert in the administration function – ensuring Tacit delivers an outstanding quality of service.



**Paul Wharton**, Chief Investment Strategist, has over 25 years' investment experience gained as an economist, strategist and fund manager. He was Head of Portfolio Management (UK) and Chief Investment Strategist (UK) at DBPWM and a permanent member of Deutsche Bank's Global Investment Committee.



**William Jensen**, Non-Executive Director, has over 30 years' investment experience gained in senior management roles at Gerrard Ltd and Barclays Wealth. He is also Estates Bursar at Exeter College, Oxford.



**Peter Bickley**, Consultant Economist, has over 40 years' investment experience. His previous roles include Chief Strategist (UK) at Deutsche Bank and Chief Economist at Tilney Investment Management. Peter and Paul's particular expertise is in investment strategy – ensuring assets are in the right place at the right time.

Working closely with advisers to ensure you get the right investment service for you are **Roy Swain** and **Leigh Stephens**. Again, they are investment experts in their own right and highly experienced.

Before co-founding Tacit, Roy was a Director of Deutsche Bank Private Wealth Management. He is a Fellow of the Chartered Institute for Securities and Investment.

Leigh was a Director of Deutsche Bank Private Wealth Management and has been an Investment Director with some of the best known investment institutions in the UK, managing c£450m directly and also working closely with UK advisers. He is a Chartered Wealth Manager and a Fellow of the Chartered Institute for Securities and Investment.

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## Focused investment process

Tacit has a distinctive approach to investment management that has yielded unusually strong returns.

### Focused on your destination

A criticism of many investment managers is that they prioritise managing volatility over meeting investors' long-term goals. So they buy needlessly complex absolute return funds and over-diversify portfolios. This can make the investment journey smoother but investors risk being dropped off short of their destination.

Tacit focuses on the long-term goal. It will reduce exposure to risk assets when market conditions indicate there is a serious risk of loss that could jeopardise long-term performance. But it will not try to avoid the short-term blips that regularly hit markets. It takes the view expressed by one investor: "You can't eat low volatility." It is long-term returns that matter.

### Focused investment strategy

Tacit analyses what is happening in the world and critically tests its forecasts to come up with the investment themes in which it has really strong conviction. It then backs those themes meaningfully. This high-conviction, unconstrained approach to investments leads to much more focused portfolios. Tacit will typically only invest in 12-15 funds within each portfolio – those it considers the very best for each stage of the investment cycle.

When it builds portfolios, Tacit understands that each investor has a "risk budget". The more adventurous the investor the greater the risk budget. It aims to use this risk budget most efficiently to generate strong returns, buying the assets it believes investors really ought to own at each point in the market cycle. The rest of the portfolio is populated with stabilisers that help insure against the most serious effects of a market crisis – the kind of crisis that comes from nowhere and is seldom predicted.

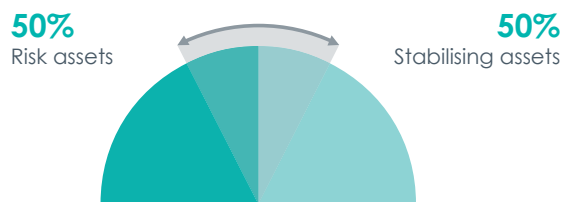
#### Conservative strategy



Can tactically adjust weighting to growth assets, for short periods, not to exceed 40%.

Typical investor: Five-year horizon, looking to beat cash but low capacity for loss.

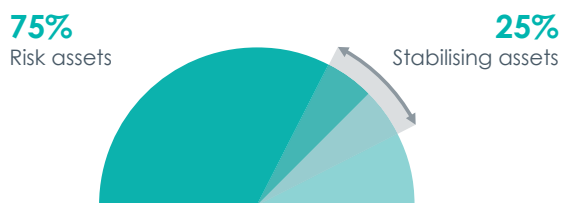
#### Real Return strategy



Can tactically adjust weighting to growth assets, for short periods, not to exceed 65%.

Typical investor: Five-year horizon, looking for an inflation-beating total return.

#### Steady Growth strategy



Can tactically adjust weighting to growth assets, for short periods, not to exceed 85%.

Typical investor: Seven-year horizon, looking for capital growth above inflation but cannot tolerate drawdowns experienced by investing in equities alone.

#### Total Return strategy



Can tactically adjust weighting to stabiliser assets, for short periods, not to exceed 15%.

Typical investor: Seven-year horizon, looking for strong growth and high tolerance for risk.

For illustrative purposes only. Information is subject to change, and does not constitute an investment recommendation.

# Why Tacit?

## Focused investment process

### Focused investors

In the same way that investment managers can be spoiled by choice, so can investors. Tacit only offers four strategies. Its experience shows that investors can easily understand these simple, clear choices, and it makes it easier for them with their advisers to make the right choice.

### Outstanding transparent performance

Tacit's portfolios are mapped against the standard Asset Risk Consultants benchmarks that measure the performance of most of the UK's leading wealth managers. Unlike most firms, Tacit publishes performance clearly on its website so you can see how the portfolios are performing against their peers.

### Focus on costs

Because it does not deliver financial planning advice and only looks after UK clients, Tacit has a very streamlined business. This means costs are very competitive given the quality of service being delivered.

### Tacit in brief:

- Institutional investment rigour and discipline from highly experienced team
- Focus on real returns and management of serious risk rather than volatility
- High-conviction investment style
- Simplicity – everything the investor needs and nothing more
- Strong service ethos
- Competitive pricing
- Outstanding performance record
- Transparency

#### 2017

<p><b>Winner</b> <b>Best overall Small Firm</b> Citywire Wealth Manager Investment Performance Awards 2017</p>	<p><b>Shortlisted</b> <b>Best Aggressive Portfolio</b> Citywire Wealth Manager Investment Performance Awards 2017</p>	<p><b>Shortlisted</b> <b>Discretionary Fund Management Group of the Year</b> Investment Week Awards 2017</p>
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#### 2016

<p><b>Shortlisted</b> <b>Balanced Portfolio</b> Wealth Manager Investment Performance Awards 2016</p>	<p><b>Shortlisted</b> <b>Best Overall Small Firm</b> Wealth Manager Investment Performance Awards 2016</p>
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Visit: [www.tacifim.com](http://www.tacifim.com) to learn more or contact your financial adviser if you have any questions.

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