

### INVESTMENT OBJECTIVES & INVESTMENT RISK.

Whilst these Terms of Business remain in force, we may need to provide you with Advice that involves the “Investment” of regular Premiums or Lump sums. In all such cases, we will specifically discuss with you, the extent to which you are prepared to commit your Funds to “Investment Risk” in the pursuit of your Investment Objectives.

“**Investment Objectives**” vary from person to person but in simple terms the answer to “what are you trying to achieve” can sum up your objectives. Some examples are: -

- Capital Appreciation with the ambition of preserving, fully or partially, the value of the capital invested.
- Capital Appreciation without significant regard for the preservation of the capital invested.
- An immediate or future Income without fully/partially reducing the value of Capital invested.
- An immediate or future Income with reduced or no Capital remaining

“**Investment Risk**” is one or more of several factors affecting your savings or investments e.g.: -

**Capital risk** The possibility that you'll lose some of the money you originally invested. Stockmarket risk is one example of capital risk - the value of investments linked to the Stockmarket can vary. This means that, although the long-term trend tends to be upwards, at any particular time the market might have dipped, so your investment could be worth less than you'd paid. You may need to accept some capital risk to offset shortfall risk and inflation risk.

**Shortfall risk** Shortfall risk relates to your financial goal. You may be saving or investing money in order to reach a target amount at some time in the future. You may aim to pay off a debt, loan or mortgage, or aiming to build up a particular level of retirement income. If you choose investments with no or low risk, your returns are likely to be lower and could fall short of the amount of money you want to target - shortfall risk. This means you may have to choose whether to change the target amount you want to get, increase the amount you save or invest, or save or invest for a longer term.

**Interest risk** Variable interest rates can fall (bad for savers) or rise (bad for borrowers). Fixed rates lock you in when other interest rates rise (bad for savers, good for borrowers) or fall (good for savers, bad for borrowers).

**Inflation risk** Over time, rising prices reduce the buying power of your money. This is especially a problem where income is paid out to you, so the real value of your capital falls. Reducing inflation risk usually means taking on some capital risk.

**Other factors** affecting the degree of risk you are prepared to take are your age, the length of time you are saving or investing over, the size of your assets/income, family commitments etc. We will have regard for your views as to the possible minimum and/or maximum time durations that you intend should apply to any particular transaction or series of transactions.

Risk and returns normally go hand in glove, low risk low return investments will probably not achieve your objectives, but then neither might high-risk higher potential return products if they go wrong. Experience shows that normally a combination of products or funds varying from higher amounts in low or no risk to smaller amounts in high risk areas often produces the desired result of growth or rising income with some downside security. Varying the amounts in the different risk areas then can increase or decrease the overall investment risk you are prepared to take to achieve your objectives and that is what we must try to identify and agree with you.

We cannot easily put any investment or fund in any specific risk category. For example deposit accounts are low risk in the short term, but high risk in the long term as inflation reduces the real value of the account. Some Equities on the other hand are high risk in the short term but must be regarded as lower risk in the long term as they have some protection against inflation.

We will have regard for the fact that all Investments carry some degree of Risk and will not expose your overall assets to a higher degree of Risk than you are prepared to accept. We cannot however be held liable for any losses you may incur should the investment provider or yourself subsequently change the risk profile of the investment. If such changes take place simply contact us for a review.

Investment risk then is considered to be the extent to which you are prepared to suffer a (potential) loss of value as a result of Investment in assets. Such a loss may embrace not only the loss of accumulated growth, but may also involve the reduction or loss of the original investment.

In giving you Advice as to the appropriate Funds and Products for your Investment(s), we will also have regard for any instructions that you may give us regarding SPECIFIC criteria that may relate to Product Providers, Products and/or areas of the Investment Markets including types of Investments that you wish to avoid or be included e.g. ethical investments.

As we may from time to time, be giving you Investment Advice on a range of your personal Financial Planning aspects (e.g. your Pension Funds, your ISA Investments your Mortgage, your Savings etc.) you should consider the extent to which your Investment Objectives and acceptable Investment Risk applies to each transaction in isolation, as these may well differ from one to another e.g. these may differ when considering your requirements for Investing a modest amount in an ISA account compared with the long term strategy for your Pension Fund.

For simplicity we have identified three typical “Risk” scenarios for investment over the medium or long term. Short-term money should invariably be placed in accounts where there is no capital risk.

**Lower Risk Investor**, this lump sum investor could have 40-60% of their assets in lower risk categories, 25- 40%, in medium risk and 0-25% in higher risk.

**Reasonable Investor**, for a lump sum this could be 30-50% lower risk, 20-40% medium and 0-25% higher risk.

**High Risk**, could be 10- 25% low risk 10-25% medium risk and up to 80% higher risk funds.

For regular savers, the term of savings is more critical and as mentioned earlier you will probably require different degrees of risk on different savings plans or objectives, e.g. very low or none for short term savings and perhaps high risk for long term pension fund savings until closer to retirement age, when risks should be reduced.

To help identify degrees of risk, whilst no two Investments have exactly identical degrees of Risk, the following guide gives an indication as to the extent of Risk that should be associated with the most popular types of Investment asset.

**LOW to MEDIUM RISK INVESTMENTS:** **Low risk** is generally regarded as those that have very little chance of reducing in absolute (monetary) value. However, because they are so secure they usually have very little potential for significant growth (after inflation is taken into account). Examples of Low Risk investments are National Savings, Bank or Building Society deposits, Cash ISA accounts and some Gilt issues. Corporate Bonds, Gilts, many With Profits Funds and some of the Investments that “guarantee” payments after fixed investment periods are medium Risk.

**MEDIUM RISK INVESTMENTS:** will tend to have some exposure to Equity investment. We would include High Equity With Profits Funds, Property Funds, and Distribution funds, some Index Tracker Funds and many Managed Funds and “Blue Chip” Equity Funds.

**HIGH RISK INVESTMENTS:** are those investments/funds that invest in Equities in geographically defined areas and/or specific sectors of the worldwide markets e.g.: - U.K. Equity, North American, Japanese and European Funds would all be of the High Risk category and as such, are exposed to the risks that have to be associated with high levels of volatility namely, the chance of significant gains or losses. Currency movement also increases the investment risk.

**VERY HIGH RISK INVESTMENTS:** is a category that we reserve for investments where there is significant potential for a total loss. Included in this section would be direct investment into most Shares, investment in any Fund that is of very small size and/or where there is a limited diversification of underlying investment assets. **WE WOULD NOT CONSIDER ANY INVESTMENTS IN THIS CATEGORY WITHOUT OBTAINING YOUR EXPRESS AND SPECIFIC INSTRUCTIONS IN ADVANCE.**