

Bordier UK

About Bordier UK

Bordier & Cie (UK) PLC ('Bordier UK') is a specialist investment manager that can trace its London history back to 1981, when Berry Asset Management was established by current Executive Chairman, Jamie Berry.

In 2001, the Bordier Group formed a strategic alliance with Berry Asset Management, acquiring a stakeholding in the business. Since then, the relationship has deepened and broadened significantly, and in September 2014 the firm changed its name to Bordier & Cie (UK) PLC.

Bordier UK focuses on providing investment management services, including the management of funds for general investment accounts, ISAs, pensions, trusts and offshore bonds to financial advisers, lawyers, accountants, charities, family offices and other large institutions.

Several key characteristics set us apart from many of our competitors:

- We do not have any in-house funds or products that could compromise the impartiality of our services.
- The principals of the business as well as a number of our investment managers invest their own money alongside our clients.
- We take a global investment approach and consider a wide range of asset classes in our investment process.
- Our robust and repeatable centralised investment process ensures consistency of performance and risk management across client portfolios and services with no individual manager risk.
- We seek to anticipate change and position portfolios accordingly and believe that asset allocation adds more value than any other investment decision.
- We have a central Investment Committee with a wealth of investment experience in a wide variety of market conditions.
- We are part of the Bordier Group, which is directed by three Managing Partners who carry unlimited liability.

Bordier & Cie

Bordier & Cie is an independent private bank that has been managed by the Bordier family since 1844. They have built a dynastic reputation to become one of Switzerland's most reputable and highly regarded private banks, and like us, are devoted to private wealth management. The Bordier Group has assets under management of circa £11.7 billion and is built on solid foundations, with a strong Tier 1 capital ratio of 35.5% as at 30 June 2020.

The guiding principle of our entire group is very simple – we put our hearts and souls into it because we own the business and have no outside shareholder influence. Every bit of energy, ambition and natural ability that we possess is given to our business and our clients.

Bordier & Cie (UK) PLC | Specialist Investment Manager

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Authorised and regulated by the Financial Conduct Authority (FRN. 114324). Incorporated in England No.1583393. Registered Office as above.

Managing risk

Successful investment management must acknowledge the risks that investors face when constructing and managing a portfolio. Risk is inevitable in investing and we cannot eliminate it entirely in the portfolios we manage. However, our robust investment process is designed to contain risk and volatility to acceptable levels, and to ensure that client portfolios are managed within the risk tolerance agreed with the client and their advisers.

We take a global investment approach and consider a wide range of asset classes in our investment process. Our aim is to meet our clients' expectations without incurring undue risk. We appreciate that in most cases capital is not replaceable and great care must be taken to preserve it.

We seek to reduce risk through:

- **Taking a multi-asset approach** – We invest across a broad cross section of asset classes, many of which behave differently to the stockmarket as a whole.
- **Having defined strategic allocation ranges in portfolios** – Each portfolio is linked to an investment strategy with clearly defined allocation ranges for every asset class.
- **Making active tactical decisions** – We position portfolios to reflect anticipated changes.
- **Investment in funds** – We use funds in the construction of our portfolios rather than direct equities. We feel this is the best approach for our clients because the best talent tends to work in the funds industry and no one investment firm is good at everything. This approach also increases diversification, reduces overall risk in portfolios and enables us to implement asset allocation decisions quickly and efficiently.

Awards

We are proud to have been recognised for our investment services and the way in which we have delivered for our clients:

- **Defaqto 5 Star Rating for our Wealth Management Service (bespoke), Managed Portfolio Service and Platform Managed Portfolio Service** – one of only three discretionary fund managers ('DFM') to retain the top rating in three DFM categories for nine consecutive years.
- **Asset Risk Consultants** – ARC 3D Award 2015, 2016, 2017, 2018, 2019, 2020 and 2021.
- **Global Investor Awards** – Wealth Manager of the Year 2018.
- **Wealth Adviser Awards** – Best HNW Team and Best Wealth Manager (Cautious Portfolio) 2017, Best Private Client Investment Manager 2019.
- **WealthBriefing European Awards** – Specialist Wealth Manager 2019 and 2020.
- **Gold Standard Awards** – Wealth Management 2014, 2015, 2016, 2017, 2018 and 2019; Discretionary Portfolio Management 2014 and 2017.
- **Wealth and Money Management Awards** – Best for Strategic Allocation 2014; Best Bespoke HNWI Portfolio Management Service (UK) 2019.
- **Portfolio Adviser Wealth Management Awards** – Best Innovation 2014.
- **Money Marketing Financial Services Awards** – Best Wealth Management Firm 2014.

Corporate winner or shortlisted for over 90 prestigious industry awards since 2014

Next steps

If you would like more information on our services or wish to discuss a specific client scenario before confirming your recommendation, please contact us on **020 7667 6600** or email **sales@bordieruk.com**.

Risk warning, disclaimer and authorisation

Bordier & Cie (UK) PLC offer Restricted advice as defined by the FCA, which means that if we make a personal recommendation of an investment solution to you, it will be from Bordier UK's range of investment propositions and will reflect your needs and your approach to risk. This document is not intended as an offer to acquire or dispose of any security or interest in any security. Potential investors should take their own independent advice to assess the suitability of investments. Whilst every effort has been made to ensure that the information contained in this document is correct, the directors of Bordier & Cie (UK) PLC can take no responsibility for any action taken (or not taken) as a result of the matters discussed within it.

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