



Advisory Investment Service

Target Market

Ravenscroft Bishop's Stortford's Advisory Investment Service is offered to retail clients via several Platform Providers. The service can be utilised via General Investment Accounts and ISAs and SIPPS. The strategies cover risk-targeted portfolios and are managed by the clients, with advice from us generated in accordance with the Ravenscroft investment approach.

Our Advisory Investment Services have been deemed potentially suitable for the following target markets:

Type of investor

We provide this service to clients whom we categorise as retail clients for the purpose of the FCA client categorisation regime but can include elective professionals. Our end client can be a private individual, trust, charity, pension fund or company. The service is available to UK resident investors and overseas domiciled investors.

1. Client's knowledge and experience

The service can be available to clients who themselves have limited knowledge and experience of investments, previous knowledge and experience of investments or active investors.

2. The client's capacity for loss and ability to withstand loss

This service offers no capital guarantee and investors must have an ability to sustain capital losses without it having a detrimental impact on their envisaged standard of living.

3. The risk/reward profile of the service

This service offers a bespoke range of risk profiles and objectives. The individual investment manager is responsible for determining which approach is suitable for the investor, based on their investment objectives and risk profile.

4. The type of financial needs and objectives of the investor

The service can accommodate a wide range of scenarios. This can range from but not limited to "accumulators" looking to build up wealth, individuals looking to achieve a long term return greater than cash, and individuals wanting their current lifestyle to continue into the future. The suggested minimum investment time horizon varies between strategies.

5. Distribution

We do not undertake direct marketing and our customer base has been formed primarily from IFA introduction or "word of mouth". Overseas domiciled investors come to us via the reverse solicitation route.

The service is not suitable for:

This service is not deemed suitable for investors who are unable to accept a varying degree of investment risk, have no ability to sustain a capital loss, those with an investment time horizon of less than three years, a portfolio size where the costs of the service outweigh the potential benefits and those investors who an advisory approach would be deemed unsuitable.

Distribution strategy:

Distributable to retail clients and professional clients. Use details on this target market document to determine if the service is suitable for the intended client.

Our investment approach & policy

The investment advisory service is designed for clients who are seeking a collaborative (non-managed) approach to their investment needs (the client decides on all investment decisions). Advisory portfolios are bespoke and use the same Ravenscroft research and group asset allocation/macro guidance with investment selection drawn from our core discretionary strategies, the Ravenscroft advisory list or a combination of the two. The investment process is based around the specific individual preferences or restrictions of the investor.

Investments can be made via collective investment schemes (predominantly third-party funds), closed-end funds and exchange-traded funds ("Collective Investment Vehicles"), or through the use of direct equity holdings and bonds.

An advisory portfolio can seek to attain its objectives by gaining indirect or direct exposure to a range of asset classes. These may include equities, fixed interest and other debt securities (including those below investment grade), transferable securities, money market instruments, and commodities (indirectly), cash and cash equivalents. Investments can be made in developed and emerging markets globally.

Our portfolios have been deemed potentially suitable for the following target market:

Cautious

The objective is to provide investors who may have a low risk tolerance with a return over the medium term (3-5 years) which exceeds the return available on cash deposits. This strategy will invest predominantly into funds which invest into fixed interest securities, and global equity funds providing the potential for some capital growth, in line with the Ravenscroft Group Asset Allocation Matrix.

Cautious to Moderate

The objective is to provide investors who may have a relatively low risk tolerance with a return over the medium term (3-5 years) which exceeds the return available on cash deposits. This strategy will invest largely into funds which invest into fixed interest securities, global equity funds providing the potential for some capital growth in line with the Ravenscroft Group Asset Allocation Matrix.

Moderate

The objective is to generate growth, combining capital and income, over the medium to long term (3-5+ years) and above the rate of inflation. The strategy is a balanced investment solution where an investor has a medium risk tolerance and is seeking a balanced volatility exposure to our global themes through equity and fixed-income funds. It has a flexible mandate that is invested in line with the Ravenscroft Group Asset Allocation Matrix.

Moderate to Adventurous

The objective is to provide growth, combining capital and income, over the long term (over 5 years) well in excess of inflation. The strategy may be suitable for an investor with a medium to high risk tolerance seeking exposure to our global investment themes through a mix of suitable global equity and thematically aligned sector-specific funds. The strategy will be invested in line with the Ravenscroft Group Asset Allocation Matrix and can have an equity weighting of up to 95% so may at times be subject to substantial short-term volatility.

Adventurous

The objective is to generate growth, combining capital and income, over the long term (over 5 years) well in excess of inflation. The strategy may be suitable for an investor with a high-risk tolerance seeking exposure to our global investment themes through a mix of suitable global equity and thematically aligned sector-specific funds. The strategy will be invested in line with the Ravenscroft Group Asset Allocation Matrix and can have an equity weighting of up to 100% so may, at times, be subject to substantial short-term volatility. These investment strategies are accessed via investment platforms.

Disclaimer

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