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HAWKSMOOR  
INVESTMENT MANAGEMENT

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DISCRETIONARY PORTFOLIO  
MANAGEMENT SERVICE

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# EXPLAINING YOUR PORTFOLIO

A description of how we  
construct and manage our  
clients' investment portfolios



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INNOVATION BUILT  
ON TRADITION

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The images in this document are of buildings designed by Nicholas Hawksmoor (1661-1736), after whom Hawksmoor Investment Management is named.

Pages 4, 10 & 14: Clarendon Building, Bodleian Library, Oxford  
Page 7: Christ Church, Spitalfields



A photograph of a classical stone pillar and an ornate wrought-iron gate, with a dark diagonal overlay at the bottom.

SOLID PILLARS  
FOR DELIVERING  
PERFORMANCE

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# EXPLAINING YOUR PORTFOLIO

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Hawksmoor clients should expect to receive a longer-term return that at least matches inflation, after tax, costs and charges. However, short term market movements and volatility mean we neither promise nor aim to achieve this in every discrete calendar year. The greater the desired margin of gain over and above inflation a portfolio seeks, the greater the risks it must take.

This document explains how we work and how your portfolio of investments will be managed. While we pride ourselves on the application of experience and common sense, it is important that you understand the disciplines we use to ensure that your portfolio is, and will continue to be, appropriate to you. Underlying our entire process is the philosophy that we believe is the ultimate aim of all investment, namely that all our clients should receive a net (after tax) return in excess of inflation over the longer term.

To create and manage your investment portfolio we need to understand you, your objectives and expectations, the risks you can afford to take and those that you can't. Every client's investment portfolio under our management combines their investment objective with an agreed and defined level of risk. We offer a simple range of three investment objectives, which cover what most people need their money to do for them:

*Capital Growth*

*Income*

*Balance of Capital Growth and Income*

In determining which Risk Level is appropriate, it is clearly important that you understand what we mean by 'risk'. It is a complex equation that defies mathematical definition. Its most common usage refers to the chances of the market prices of your investments rising or falling over the shorter term, or 'volatility'. This can lead to actual losses if you are forced to or decide to sell investments at a time when market prices have fallen.

Consistent with our belief in keeping things simple, we offer five of these Risk Levels for your portfolio:

*Lower Risk*

*Lower/Moderate Risk*

*Moderate Risk*

*Higher/Moderate Risk*

*Higher Risk*



Risk however is more complex than being simply an expectation of volatility. Other factors that we have to take into consideration in our assessment of which investments are suitable for you include:

- liquidity – will it be possible to sell your investments if and when needed and, if so, at a sensible price?
- timescale – how long do you wish to invest for? The shorter the period, the greater the chances of volatility.
- transparency – is it really possible to look under the bonnet of the investment?
- diversification – typically, the less the diversification in a portfolio, the greater the risk.
- creditworthiness of counterparties (ie the entity, often a bank, guaranteeing the payment of the return on an investment product) – usually the safer the counterparty, the lower the available return.

Each of our five Risk Levels represents a number of broader characteristics that you should expect:

#### **Lower Risk**

These portfolios are intended to offer a small premium over the returns available from cash in exchange for taking a degree of risk. It is important to understand that these are not ‘no risk’ portfolios. These portfolios will typically have no or minimal exposure to equities.

#### **Lower/Moderate Risk**

These portfolios are intended for those for whom a degree of equity risk is appropriate through an investment cycle, but where the preservation of capital is of primary importance.

#### **Moderate Risk**

These portfolios are intended for those seeking a slightly higher return, typically via a higher equity exposure, but not to the exclusion of safety. The

portfolio values will tend to rise and fall with equity markets, but to a lesser degree.

#### **Higher/Moderate Risk**

These portfolios are intended to match or exceed the longer term return from global equity markets and are likely to show significant shorter-term volatility from time to time.

#### **Higher Risk**

These portfolios are managed at the discretion of your investment manager, and have the highest level of equity exposure, with the higher risks associated.

We will work with you (and, where one is involved, your Financial Adviser) to determine exactly which level of portfolio risk is right for you and how we will meet your investment objectives.

As a client of Hawksmoor you will have a dedicated Investment Manager. It is crucial that we know you and your particular circumstances and requirements, but also that you know and trust the individuals who will actually be managing your investments.

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# PORTFOLIO RISK RATING

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Your portfolio will be comprised of a number of different types of investments, or asset classes. Each of these has its own set of risk characteristics, including likely returns, timescale, volatility and liquidity.

We assign a 'risk score' to each asset class on the basis of our observation and analysis of how each of these has performed in the past, an assessment of their current market valuations and how we expect them to behave in future. These risk scores range from 1 – 10, with 1 being where there is the least risk of losses and 10 being where there is the greatest.

It is important to add that this is not quite a one-size-fits-all exercise. While we may give, for example, larger UK equities a risk score of 5, there will be individual equities or funds that merit a higher score than this because of the nature of their business, their level of borrowing, or the liquidity of the market for their shares.

By blending the risk scores of each of your assets, we arrive at a weighted risk score, or **Risk Rating**, for the portfolio. It is this Risk Rating that determines how the client should expect their portfolio to behave, in terms of both risk and performance.

We also maintain a maximum risk score for each individual holding: while this maximum is higher than the average risk score for the relevant mandate, this discipline ensures that the portfolio will not include investments that are likely to be too risky to be compatible with the client's needs and circumstances.

No individual holding should comprise more than 10% of the total portfolio.



Asset Class/Fund Type	Risk Score
Cash	1
National Savings Products	1
Money Market Funds	1
UK Gilts	2
AAA-rated Corporate Bonds	2
Investment Grade Corporate Bonds	3
Overseas Government Bonds	3
Absolute Return Funds	2-4
Strategic Bond Funds	3-4
Gold Bullion	3.5
Defensive Autocall and Income Structured Products	4
Non-Investment Grade Corporate Bond Funds	5
UK Blue Chip Equities	5-7
US and European Blue Chip Equities	5-7
Property Funds	4-7
Other Structured Products	5-7
Infrastructure	4-7
UK Smaller Company Funds	6-7
Major Overseas Markets Smaller Company Funds	6-7
Asian Equities	5-7
Private Equity Funds	5-7
Emerging Market Equities	7-8
Direct UK Smaller Companies and AIM	7-9
Frontier Market Funds	8
Derivatives, Options, Warrants	10



The parameters that we apply to each portfolio risk level are as follows:

Risk Level	Weighted average risk score (‘Risk Rating’)	Maximum individual risk score
LOWER RISK	1-2	5
LOWER/MODERATE RISK	2-4	5.5
MODERATE RISK	3-5	7.5
HIGHER/MODERATE RISK	4-6	9
HIGHER RISK	5-8	10

## Unacceptable Assets

Please note that it is Hawksmoor policy that we will not hold nor deal in **unregulated securities** under any circumstances, including execution only orders.

We will not buy, hold or execute trades in any securities, including funds and ETFs (Exchange Traded Funds), that are involved with **cannabis** and which are not included in the UK’s Official List.

In accordance with FCA CP12/22 we will not buy, hold or execute trades in products that reference **cryptoassets**. This includes options, derivatives, CFDs (Contracts for Differences) and Exchange Traded products. For clarity, this policy does not refer to cryptoassets themselves, these falling outside the remit of the FCA



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# SUSTAINABILITY

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## ESG

The principles of ESG – the consideration of environmental, social and governance factors in making investment decisions - are embedded in our Investment Process. We assign a “sustainability score” to every asset (as described below), allowing portfolios to be constructed cognisant of the ESG merits of every component. Our Sustainable World Service is designed for clients wishing to have ESG factors taken into consideration in all aspects of their portfolio.

We believe that all businesses face both threat and opportunity from climate change. This is manifest in many ways, but primarily in the need to decarbonise. We believe that the most successful businesses over the long-term are those that work in harmony with the societies in which they operate, and those that constructively use best practice corporate governance and employment policies. Our Research processes involve identifying these ESG ‘leaders’ and ‘laggards’, as well as the appropriate valuations for every investment that we recommend to our Investment Managers.

## Sustainability Scoring

As with our Risk Scoring, Hawksmoor Research ascribes a Sustainability Score to every security in our investment universe. Its purpose is:

- a) to demonstrate the sustainability work that we do
- b) to cater more accurately to individual client mandates
- c) to highlight sustainability-based risks or inappropriate holdings in portfolios (especially within the Sustainable World Discretionary Portfolio Management Service)

The Sustainability Score will be a number between -5 and +5. Any securities not directly ascribed a Sustainability Score will have a default score of -2. The portfolio Sustainability Score is the weighted average score of each individual holding.



DESIGNING BESPOKE  
PORTFOLIOS FOR  
INDIVIDUAL NEEDS

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# INVESTMENT OBJECTIVES – INCOME, GROWTH OR A BALANCE OF BOTH

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In addition to the Risk Level, the other vital element guiding your Investment Manager is how you would like the portfolio's return to be achieved.

The portfolio's return can come in two ways: income or capital growth. You can choose how you would like that return to be achieved for your portfolio as follows:

- A **Growth** portfolio will aim to deliver its return by way of capital growth rather than income, though it may still produce at least some income.
- An **Income** portfolio will aim to deliver its return by way of income, though it may still produce at least some capital growth.
- A **Balanced** portfolio will aim to deliver its return by way of a balance between capital growth and income.

A variety of factors will determine your choice of objective such as your income tax rate, the amount of income you receive from other sources, planned capital withdrawals for future events such as school fees, and your intended future expenditure.





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# ASSET ALLOCATION

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Your portfolio will be split across a number of different types of investment. These are commonly referred to as asset classes and the division between these is known as asset allocation. Together with your risk level, the asset allocation determines how you should expect your portfolio to behave.

Hawksmoor's portfolios are constructed on a multi-asset basis. This means that we will invest across a range of assets, each with differing expectations of risk and reward. We balance each of these in a 'strategic' allocation for each of our offered mandates, which may be considered the 'neutral' position for each portfolio. We will seek to vary the amount invested into each asset over time, according to our assessment of the prevailing market conditions, and within the tolerances for each asset class.

The Asset Allocation Committee provides what we believe to be the optimal average allocation for each Risk Category, which the Investment Manager then tailors for your individual circumstances. Our Committee meets quarterly and is comprised of representatives of both our Investment Managers and our Research Department.

The assets that comprise our portfolios fall into five broad categories:

## **Bonds**

These are typically towards the lower end of the risk scale and include UK Government Stocks (gilts), corporate bonds, index-linked bonds, overseas government bonds and riskier high yielding bonds. Volatility is usually lower than for many other assets, but correspondingly so are the

potential returns. The capital values are prone to erosion in real terms by inflation.

## **Equities**

Equities, or individual company shares, can provide higher returns in the longer term, but usually at the cost of higher short-term volatility than for safer and lower returning assets. Our portfolios are likely to be invested globally, providing exposure to range of both geographies and themes.

## **Property & Infrastructure**

This category includes both commercial and residential property investments, as well funds investing into infrastructure assets, including renewable energy. Investments here may be correlated to either bonds or equities, depending on the nature of the fund and the economic cycle. They tend to provide returns primarily via income, but also have the potential for a degree of capital growth.

## **Alternative Investments**

This category represents a variety of assets intended to have low correlation with the major asset classes of Equities and Bonds. These will typically include precious metals (including gold), commodities, absolute return funds and certain

structured products. We will use these assets to seek to diversify your portfolio and/or to provide additional sources of income.

### Cash

We will typically hold some cash, for example pending the reinvestment of sale proceeds, to meet regular distributions, to cover fees and, on occasion, as an investment in its own right. As an investment, cash funds may also be used, which may include fixed income stocks with very short maturities of typically less than one year. Returns should be expected to be the most reliable of any of the asset classes (though still not guaranteed), but will rarely match inflation. We would expect the majority of your overall cash deposits and other liquid investments to be held outside the portfolio.

### New Cash Invested

It is our policy that cash should be invested according to market conditions, rather than immediately after receipt. It is expected that this will ordinarily take a maximum of three months. In exceptional conditions, this may be extended to a maximum of six months

## Strategic Asset Allocations

Risk Level	Cash (%)	Bonds (%)	Equities (%)	Property & Infrastructure (%)	Alternatives (%)
LOWER	10	70	10	5	5
LOWER/MODERATE	0	50	30	10	10
MODERATE	0	35	50	5	10
HIGHER/MODERATE	0	20	70	5	5
HIGHER	0	0	90	5	5



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# TOLERANCES

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Portfolios are expected to adhere to a tolerance of an absolute 10% either side of the Strategic Asset Allocation. A wider tolerance of 20% may be applied in the short-term, notably in the period after a transfer of a portfolio into Hawksmoor, but it is expected that this will only be temporary. Transferred portfolios should be brought into line with the Strategic 10% tolerance within 18 months.

## Tactical Allocations

The Asset Allocation Committee will determine shorter-term tactical allocations to each of the five major asset classes, within the defined tolerances. Additionally, we break down each of the five major asset classes into a more granular number of sub-assets. For example, the allocation to equities will be split between different geographies of the world, as well as identifying a number of ‘thematic’ opportunities. Bond weightings will be split between domestic and overseas sovereign bonds, index-linked, investment grade and high yield corporate bonds, Emerging Market debt and a number of other special situations, including asset-backed lending and convertible securities. The tactical and granular allocations will vary according to both Risk and Objective.





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# BENCHMARKS AND PERFORMANCE MEASUREMENT

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We use market and industry indices or benchmarks for performance measurement. These do not guide our asset allocation.

We will monitor and report the performance of portfolios against both an appropriate index of financial markets and our peer group. This is with the exception of Lower Risk Portfolios, where we will compare the performance of portfolios against UK bank rate and the UK Consumer Price Index.

The most appropriate market benchmarks for our other 4 risk mandates are the MSCI PIMFA Equity Risk Index Series. This is a range of 5 indices, each of which has a defined range of equity content. The Indices are described as follows:

**Equity Risk 1 Index:** Equity 10-25%. We do not use this index.

**Equity Risk 2 Index:** Equity 26-46%. This is the benchmark for Lower/Moderate Risk Portfolios

**Equity Risk 3 Index:** Equity 47-66%. This is the benchmark for Moderate Risk Portfolios

**Equity Risk 4 Index:** Equity 67-85%. This is the benchmark for Moderate/Higher risk portfolios

**Equity Risk 5 Index:** Equity 86-100%. This is the benchmark for Higher risk portfolios

The range of equity in each benchmark does not precisely match that of our own mandates. The potential differences however are minor and we believe that the performance of these indices is a relevant comparison for our portfolios.

We believe that it is also helpful to report portfolio performance against an independent measure of our peer group. We will therefore also make use of the Private Client Indices provided by Asset Risk Consultants – the ARC PCIs.

These Indices are compiled by ARC using actual client portfolio performance, provided by over 70 Investment Management Companies. The indices are defined by a range of risk (volatility) relative to global equities.

These are defined as follows:

**Sterling Cautious:** 0-40% Relative Risk. We will report this for our Lower/Moderate risk portfolios

**Sterling Balanced Asset:** 40-60% Relative Risk. We will report this for our Moderate risk portfolios

**Sterling Steady Growth:** 60-80% Relative Risk. We will report this for our Moderate/Higher risk portfolios

**Sterling Equity Risk:** 80-110% Relative Risk. We will report this for our Higher risk portfolios

Again, none of these indices is relevant to our Lower risk portfolios.



# FACTSHEETS

## LOWER RISK PORTFOLIOS

Weighted average risk score: 1 - 2

Max. individual risk score: 5 (equiv. to large global equities)

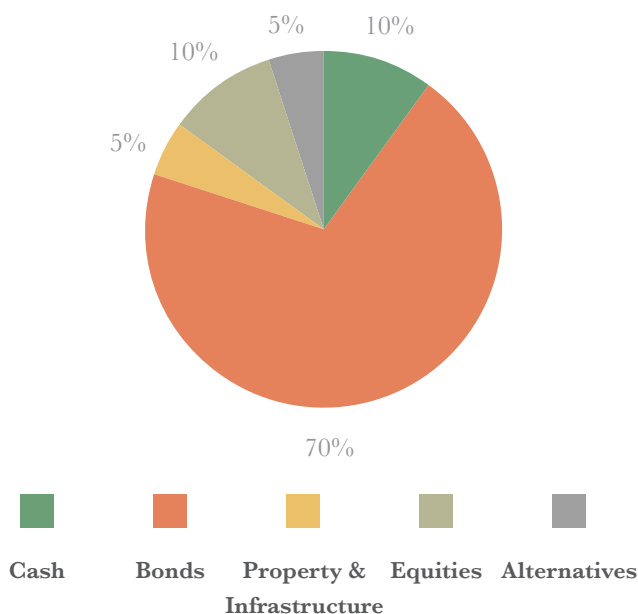
Strategic equity range: 0 - 20%

Timescale: At least 3 years

Diversification: At least 10 holdings, which will typically be collective funds

Performance Benchmarks: UK bank rate, UK CPI

### LOWER RISK ILLUSTRATIVE ASSET ALLOCATION



## 5 Year Performance Record

Hawksmoor performances are based upon illustrative internal models and do not necessarily reflect actual client portfolios.

\*Annualised calculations, based on monthly data to December 2021.

Portfolio	2017	2018	2019	2020	2021	Return (%)*	Volatility*
Lower Balanced	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lower Growth	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lower Income	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bank of England Base Rate	0.29	0.61	0.75	0.23	0.11	0.40	0.08
UK Consumer Price Index	4.12	2.70	2.21	1.20	7.55	3.53	1.59

## LOWER/MODERATE RISK PORTFOLIOS

Weighted average risk score: 2 - 4

Max. individual risk score: 5.5 (equiv. to large global equities)

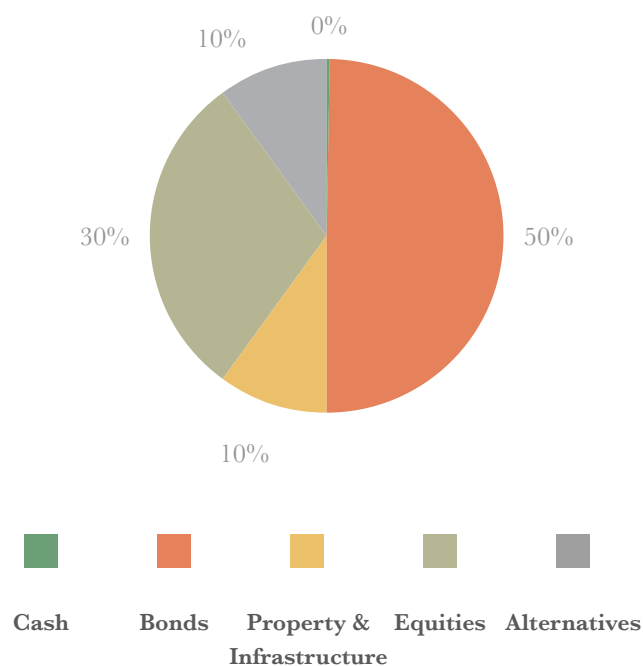
Strategic equity range: 20 - 40%

Timescale: At least 3 years

Diversification: At least 10 holdings, which will typically be collective funds

Performance Benchmarks: ARC Sterling Cautious, MSCI PIMFA Equity Risk 2 Index

### LOWER/MODERATE RISK ILLUSTRATIVE ASSET ALLOCATION



## 5 Year Performance Record

Hawksmoor performances are based upon illustrative internal models and do not necessarily reflect actual client portfolios. Hawksmoor performances are stated net of an assumed annual charge of 0.85% + VAT.

\*Annualised calculations, based on monthly data to December 2021.

Portfolio	2017	2018	2019	2020	2021	Return (%)*	Volatility*
Lower Moderate Balanced	3.22	-2.84	5.96	-0.54	7.87	2.66	5.08
Lower Moderate Growth	4.62	-2.59	6.09	0.97	7.14	3.18	4.90
Lower Moderate Income	4.03	-2.86	7.44	-1.72	7.67	2.82	5.82
ARC Sterling Cautious PCI	4.48	-3.63	8.05	4.20	4.23	3.39	4.13



## MODERATE RISK PORTFOLIOS

Weighted average risk score: 3 - 5

Max. individual risk score: 7.5 (equiv. to emerging market equities)

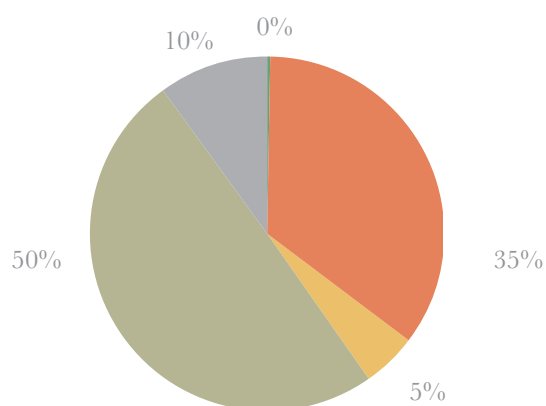
Strategic equity range: 40 - 60%

Timescale: At least 5 years

Diversification: At least 10 holdings. Where portfolios hold direct equities, a minimum of 10 will be held

Performance Benchmarks: ARC Sterling Balanced Asset, MSCI PIMFA Equity Risk 3 Index

### MODERATE RISK ILLUSTRATIVE ASSET ALLOCATION



■ Cash
 ■ Bonds
 ■ Property & Infrastructure
 ■ Equities
 ■ Alternatives

## 5 Year Performance Record

Hawksmoor performances are based upon illustrative internal models and do not necessarily reflect actual client portfolios. Hawksmoor performances are stated net of an assumed annual charge of 0.85% + VAT.

\*Annualised calculations, based on monthly data to December 2021.

Portfolio	2017	2018	2019	2020	2021	Return (%)*	Volatility*
Moderate Balanced	9.48	-6.28	11.30	1.06	10.76	5.03	8.54
Moderate Growth	11.54	-5.30	12.58	2.75	10.00	6.09	8.16
Moderate Income	8.84	-5.85	11.55	-4.15	8.22	3.46	8.88
ARC Sterling Balanced PCI	6.69	-5.10	11.73	4.31	7.64	4.90	6.52

## HIGHER/MODERATE RISK PORTFOLIOS

Weighted average risk score: 4 - 6

Max. individual risk score: 9

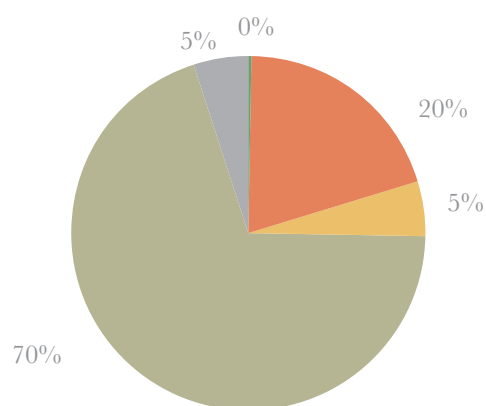
Strategic equity range: 60 - 80%

Timescale: At least 7 years

Diversification: At least 10 holdings. Where portfolios hold direct equities, a minimum of 10 will be held

Performance Benchmarks: ARC Sterling Steady Growth, MSCI PIMFA Equity Risk 4 Index

### HIGHER/MODERATE RISK ILLUSTRATIVE ASSET ALLOCATION



## 5 Year Performance Record

Hawksmoor performances are based upon illustrative internal models and do not necessarily reflect actual client portfolios. Hawksmoor performances are stated net of an assumed annual charge of 0.85% + VAT.

\*Annualised calculations, based on monthly data to December 2021.

Portfolio	2017	2018	2019	2020	2021	Return (%)*	Volatility*
Higher Moderate Balanced	15.49	-6.53	15.84	3.51	11.91	7.69	9.99
Higher Moderate Growth	16.67	-6.92	16.56	4.04	12.09	8.10	10.27
Higher Moderate Income	11.59	-7.52	15.64	-3.13	11.16	5.14	10.88
ARC Sterling Steady Growth PCI	9.40	-5.64	15.00	4.56	10.24	6.47	8.53

## HIGHER RISK PORTFOLIOS

Weighted average risk score: 5 - 8

Max. individual risk score: 10

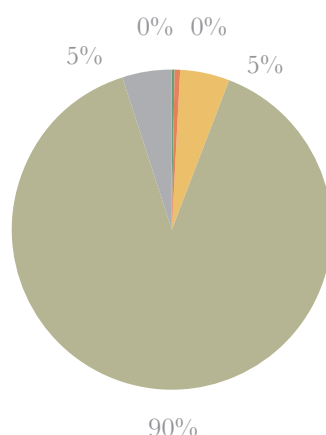
Strategic equity range: 80 - 100%

Timescale: At least 7 years

Diversification: At least 10 holdings. Where portfolios hold direct equities, a minimum of 10 will be held

Performance Benchmarks: ARC Sterling Equity Risk, MSCI PIMFA Equity Risk 5 Index

### HIGHER RISK ILLUSTRATIVE ASSET ALLOCATION



■ Cash   
 ■ Bonds   
 ■ Property & Infrastructure   
 ■ Equities   
 ■ Alternatives

## 5 Year Performance Record

Hawksmoor performances are based upon illustrative internal models and do not necessarily reflect actual client portfolios. Hawksmoor performances are stated net of an assumed annual charge of 0.85% + VAT.

\*Annualised calculations, based on monthly data to December 2021.

Portfolio	2017	2018	2019	2020	2021	Return (%)*	Volatility*
Equity Risk Core MPS	17.60	-8.64	20.68	14.82	10.51	10.47	11.96
MSCI World Index	19.13	-6.86	28.07	14.06	24.71	15.11	14.21
ARC Equity Risk PCI	11.39	-6.50	18.04	5.82	12.31	7.88	8.53

*Hawksmoor does not maintain illustrative internal models for Higher Risk Portfolios. The Equity Risk Core Model Portfolio is managed as part of our Model Portfolio Service and its use is intended to illustrate how an actively managed equity risk portfolio may have performed over the past 5 years. This Portfolio is subject to an assumed annual charge of 0.25% + VAT.*



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# IMPORTANT INFORMATION

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It is important that you read and understand our Terms & Conditions, which are contained in the Hawksmoor Client Account Guide.

This document is issued by Hawksmoor Investment Management Limited (Hawksmoor), a company authorised and regulated by the Financial Conduct Authority. The Registered Number of Hawksmoor is 6307442 and its Registered Office is at 2nd Floor, Stratus House, Emperors Way, Exeter Business Park, Exeter EX1 3QS.

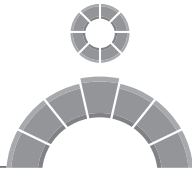
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Any opinion expressed in this document, whether in general or both on the performance of individual securities and in a wider economic context, represents the views of Hawksmoor at the time of preparation and may be subject to change.

Past performance is not a guide to future performance. The value of an investment and any income from it can fall as well as rise as a result of market and currency fluctuations. You may not get back the amount you originally invested. Changes in exchange rates will also affect performance. Please read the prospectus and Key Investor Information Documents (KIID) of any funds mentioned before making an investment.

The information provided in this document does not constitute advice or a personal recommendation for which the duty of suitability would be owed by Hawksmoor, and you should seek your own advice as to the suitability of any investment matter mentioned in this document.





# HAWKSMOOR

INVESTMENT MANAGEMENT

For further information on any of our services, or to arrange a meeting with an Investment Manager, please call one of our offices.

You can also find more information on Hawksmoor, our services and full contact details on our website at [www.hawksmoorim.co.uk](http://www.hawksmoorim.co.uk)

## Head Office:

17 Dix's Field

Exeter

EX1 1QA

01392 410180

## Offices also at:

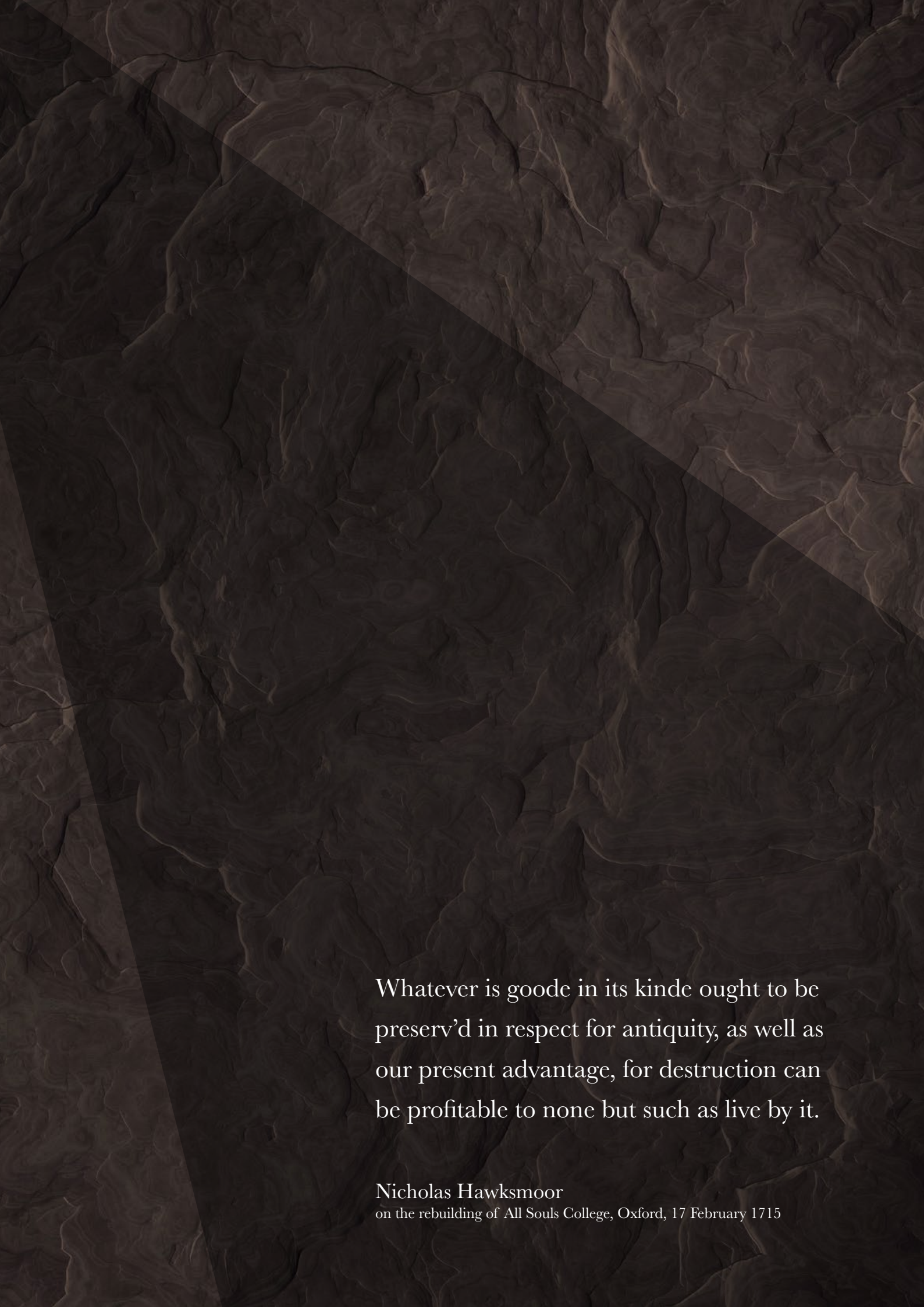
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Hawksmoor Investment Management Limited is authorised and regulated by the Financial Conduct Authority

The background is a dark, textured surface, possibly marbled paper or a similar material, with a diagonal band of slightly different texture or color running from the top left towards the bottom right. The overall tone is dark brown or black.

Whatever is goode in its kinde ought to be  
preserv'd in respect for antiquity, as well as  
our present advantage, for destruction can  
be profitable to none but such as live by it.

Nicholas Hawksmoor

on the rebuilding of All Souls College, Oxford, 17 February 1715





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**HAWKSMOOR**  
INVESTMENT MANAGEMENT