

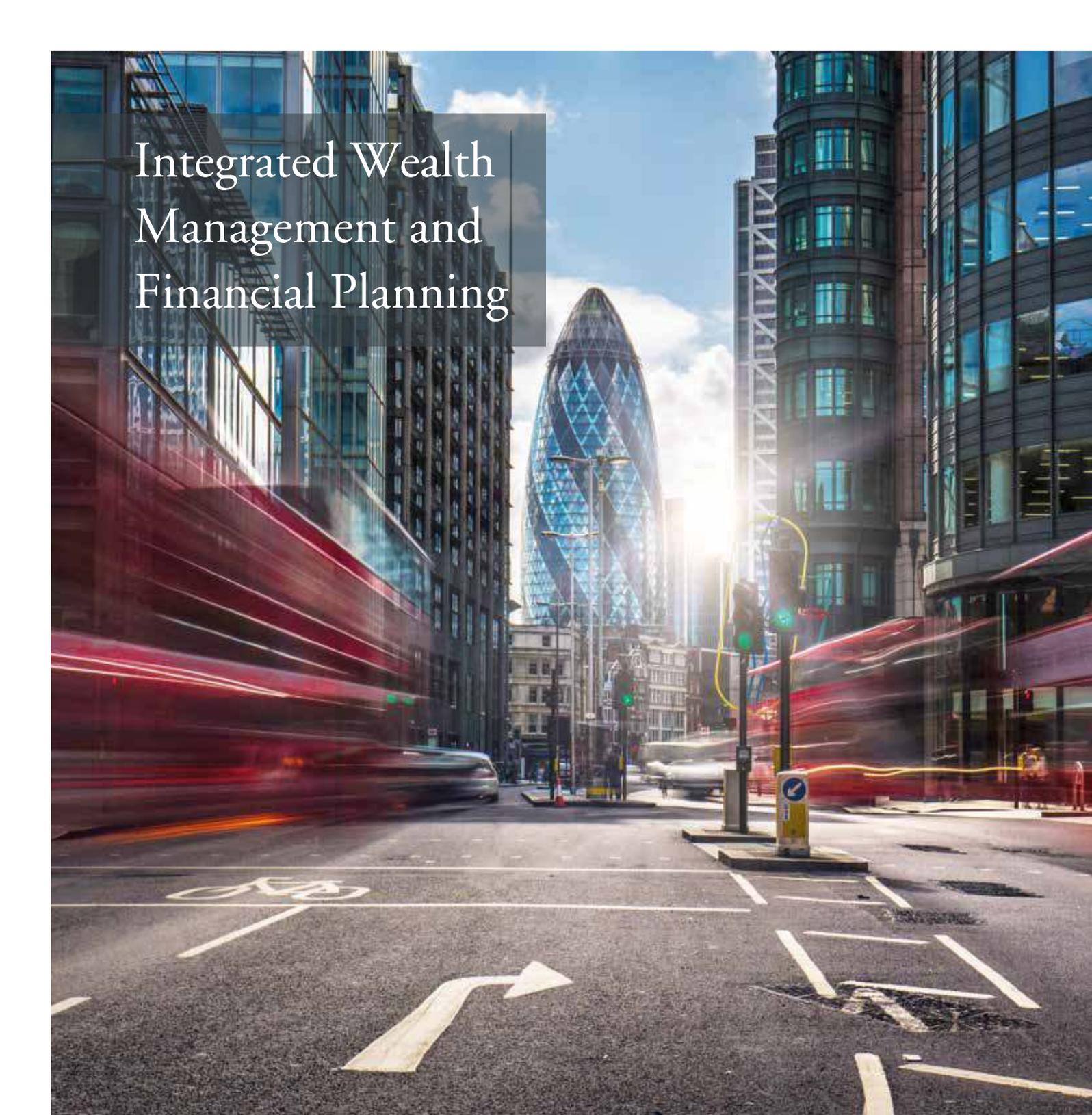
PK | WEALTH



# CONTENTS

COMPANY OVERVIEW	01
OUR SERVICES	03
OUR INVESTMENT PHILOSOPHY	05
PORTFOLIO CONSTRUCTION	07
PORTFOLIO MANAGEMENT	09
OUR SERVICE ADVANTAGE	11
OUR SENIOR MANAGEMENT TEAM	13
GET IN TOUCH	15





# Integrated Wealth Management and Financial Planning

01

## COMPANY OVERVIEW

PK Group was formed in 2003 as a multi-disciplinary financial services firm working with wealthy individuals and owner managed businesses in and around London. The group has grown organically and through acquisition and now provides integrated wealth management, financial & tax planning, business advisory and accountancy services.

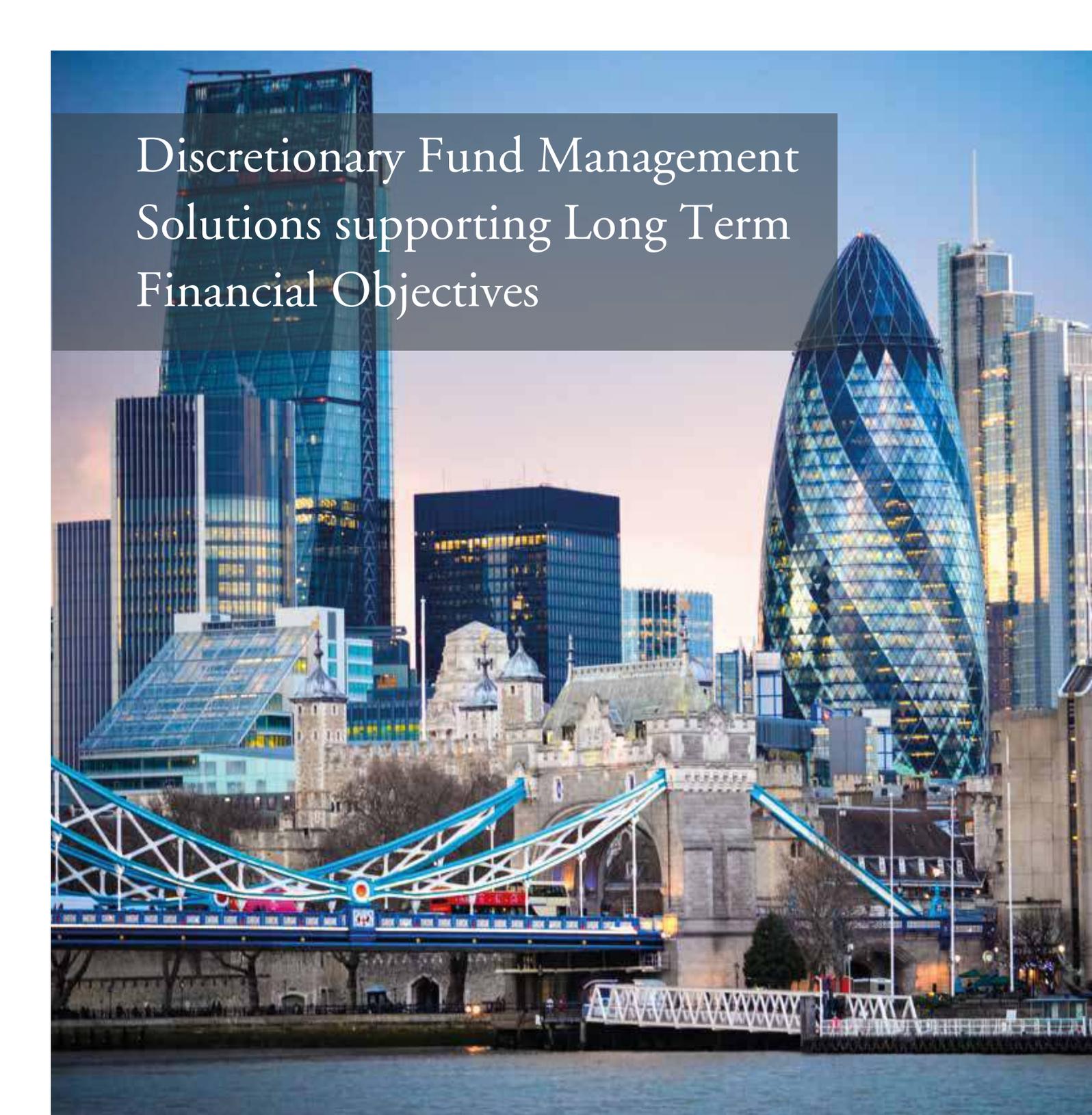
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PK Wealth is a PK Group company and provides a specialist investment management service using a rigorous methodology supported by robust research. Our level of integration provides a one stop shop for discerning clients.

Our experienced investment team works with our clients and their advisers to construct portfolios to meet stated needs.

With over 50 employees, PK Group has offices in London and the surrounding area.



# Discretionary Fund Management Solutions supporting Long Term Financial Objectives

03

OUR SERVICES

We work with private individuals, companies, trusts and charities in conjunction with their professional advisers. We focus solely on our area of expertise with the aim of achieving long term financial objectives for each client.

We offer two services on a discretionary basis.

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**Bespoke Portfolio Service**

High service level providing solutions tailored to each client's requirements. Clients using this service have access to investment managers to discuss investment strategy and portfolio positioning.

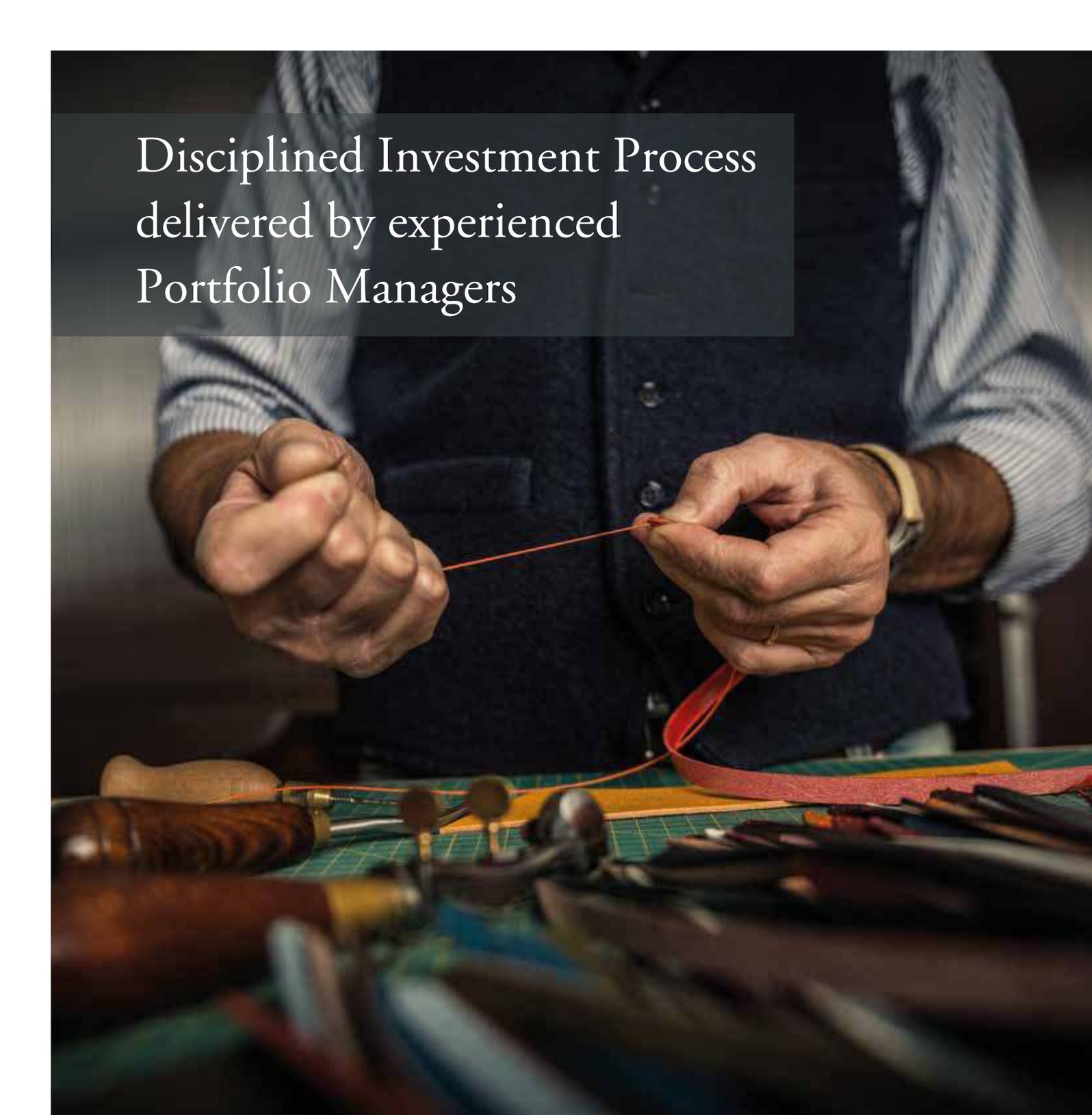
The Bespoke Portfolio service is appropriate for clients with investable assets of £200,000 or more.

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**Model Portfolio Service**

Lower cost portfolio solutions with varying risk profiles are managed around a common framework.

The Model Portfolio service is appropriate for clients with investable assets of £50,000 or more.



Disciplined Investment Process  
delivered by experienced  
Portfolio Managers

05

OUR INVESTMENT PHILOSOPHY

Our Investment Philosophy focuses on five distinct areas.

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Achieving The Investment Objective

Our long term investment objective is the achievement of portfolio returns commensurate with a targeted level of risk.

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Asset Allocation is Key

We determine portfolio allocation to equities, bonds, other assets and cash. Our asset allocation strategy is reviewed formally on a quarterly basis and adjustments may be made where appropriate to enhance investment returns.

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Portfolio Construction Matters

We focus on investment styles incorporating value & growth as well as market capitalisation. We use a blend of active and passive investments across a range of different asset classes and geographies. Our aim is to adequately diversify a portfolio and incorporate a range of different themes.

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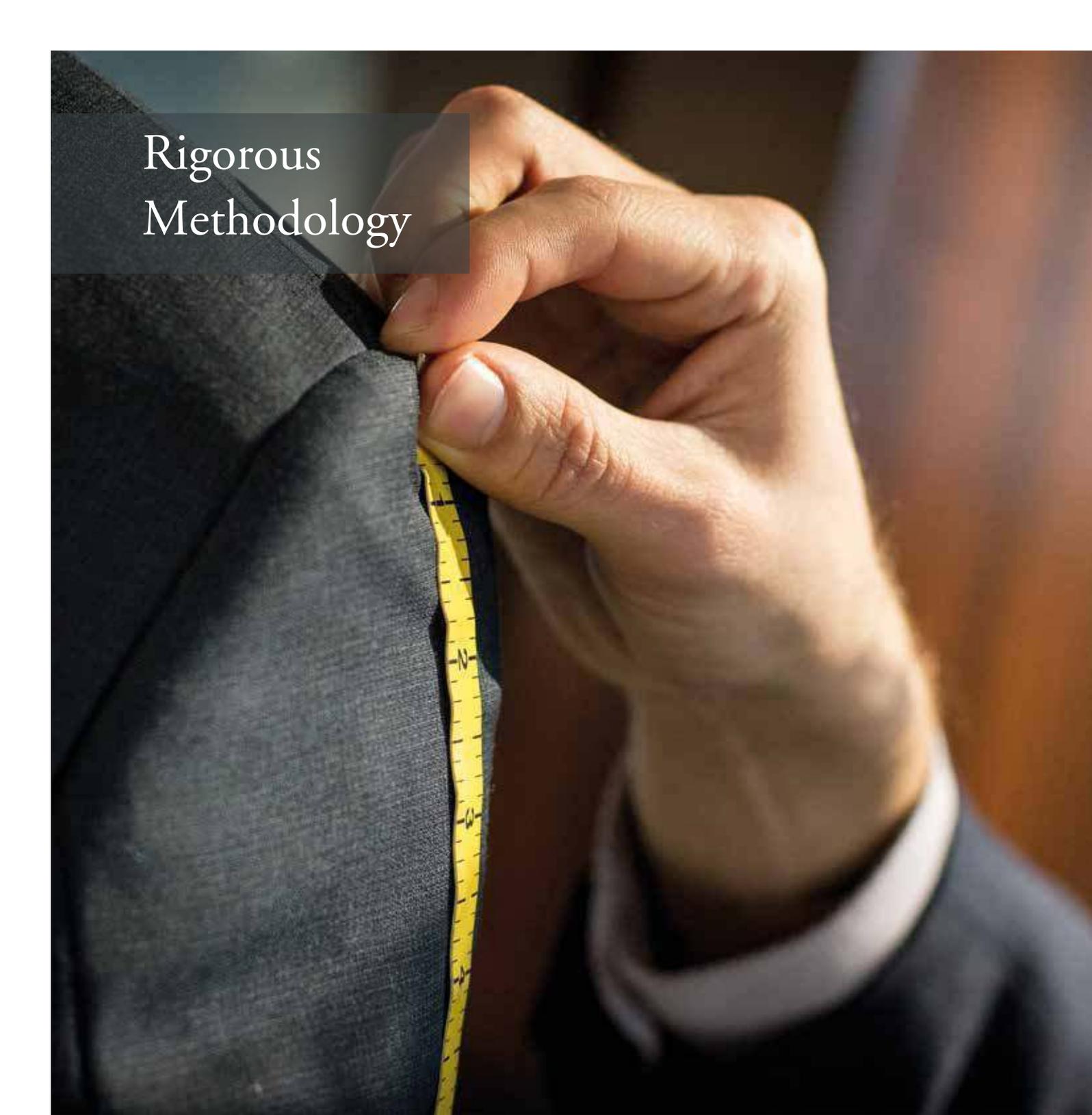
Independent Research

We have no ties to providers that we might be biased to support. We receive no incentivisation from suppliers and are free to select investments based purely on merit. We conduct a range of face to face meetings with fund managers to gain a broad understanding of their processes and current positioning.

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Competitive Charges

We have access to some of the most attractive terms in the market on a broad range of investments. We maintain a focus on overall portfolio charges to ensure that we are transparent and competitive.



Rigorous  
Methodology

07

PORTFOLIO CONSTRUCTION

The construction of our portfolios involves the following areas:

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#### Selection of Investments

We use external database systems to screen the investment universe for interesting ideas. We set search criteria based on factors including performance, risk/volatility, asset allocation, geographical spread, market capitalisation and investment style.

#### Buy List

Our buy list is made up of assets which have been through our due diligence process including a proprietary scoring system.

We operate an ongoing monitoring process and make changes to our list when managers, investment processes, or our conviction in the investment has changed.

#### Transition

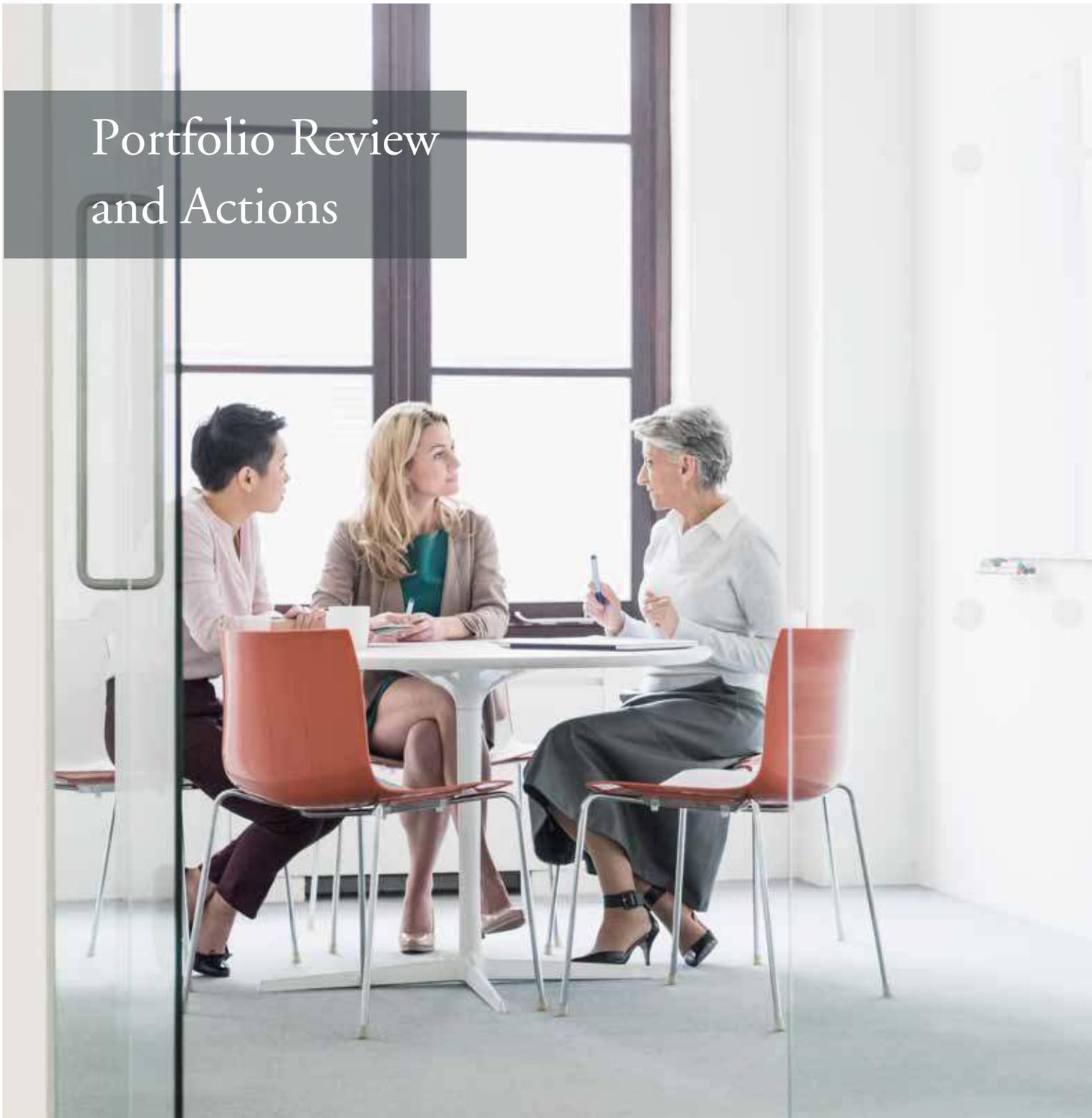
We seek to phase in investments within three months from receipt of cash in order to average entry prices. For a portfolio transferred in specie, we aim to move that portfolio in line with the appropriate asset allocation within a period of six months.

#### Risk Management

Our objective is to achieve targeted returns with appropriate risk in the long term. We use a range of tried and tested statistical measures to monitor portfolio risk.

Our aim is to keep portfolio volatility within defined bands and use opportunities to either increase or reduce risk by targeting specific investments or asset allocations.

# Portfolio Review and Actions



Under our Bespoke Portfolio Management service, each client is assigned a portfolio manager so accountability is clear.

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### Portfolio Monitoring

Portfolios are monitored and reviewed monthly to ensure they remain in line with our current investment outlook.

### Portfolio Rebalancing

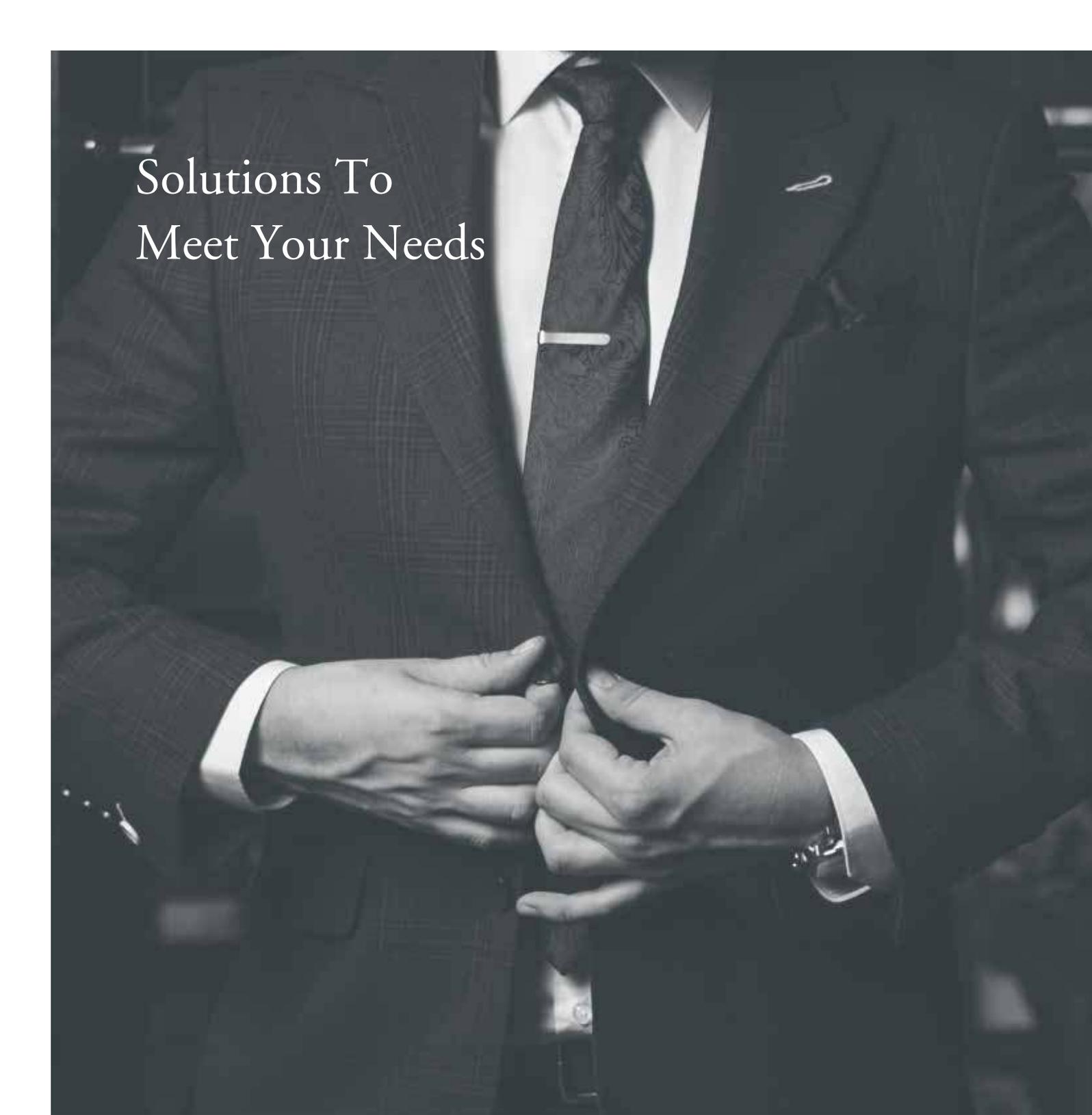
Where portfolios have moved significantly from set parameters, we seek to adjust exposure to individual assets, geographies or overall asset classes as appropriate on a periodic basis.

### Client Reporting

A valuation report is delivered by email or hard copy every 6 months according to client preference. It includes assets held, changes in value, net investments and current asset allocation. Contract notes for each trade are delivered according to client preference.

### Keeping You Informed

Following each calendar quarter we provide a newsletter delivered via email or accessible on our website. In addition, we comment on any significant events which may have an impact on investments. Finally, we provide informative articles on investment topics to aid understanding. Clients have access to their portfolios online at all times.



Solutions To  
Meet Your Needs

11

OUR SERVICE ADVANTAGE

We are independent managers, not owned by a large group. PK Wealth is owned by directors, private investors and staff.

- ▶ We work closely with your professional advisers.
- ▶ Our staff are all professionals, highly qualified in their areas of expertise and with decades of experience.
- ▶ Our portfolio management team has a track record of success.
- ▶ We seek long term, valued relationships and believe the best recommendations come from existing clients.
- ▶ We are well versed in dealing with a wide range of clients, including professionals, retirees, entrepreneurs, trusts, charities and companies.
- ▶ Clients have direct access to portfolio managers where appropriate.
- ▶ Our interests are aligned with our clients as our fees vary with the performance of the portfolios managed.
- ▶ We can call on the expertise of the financial planning, tax and accounting experts within PK Group.
- ▶ We are independent investment managers and are motivated to select only the best possible solutions.
- ▶ We use the best technology vendors that provide the most client friendly and efficient solutions.

# SENIOR MANAGEMENT TEAM



**Patrick Kennedy**

Chairman

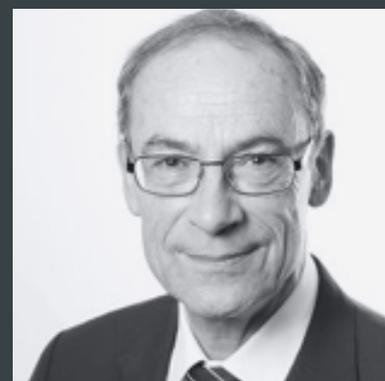
A Chartered Accountant, Patrick founded PK Group in 2003. He specialises in strategy and has worked with several private and public companies through various stages of development. He is CEO of PK Group and was Chairman of Nautical Petroleum PLC, a UK listed company, until its acquisition by Cairn Energy PLC in 2012 for a cash consideration of £414 million. Patrick also holds an MBA and an MA in Economics.



**Martin Crawley-Boevey**

Director

Martin is a Financial Planning specialist with over twenty five years' experience of financial services and fifteen years' experience in assisting high net worth individuals in structuring their investments to achieve tax efficient outcomes.



**Graham Frost**

Chief Investment Officer

Prior to returning to the UK in 2002, Graham was an institutional fund manager in South Africa for 16 years. From 2006 – 2012 he was CIO of BestInvest and ran research and portfolio management. There he launched and ran five successful OEICs for five years. Graham is an industry commentator and can call upon 30 years of experience. He is FCSI, MBA and a Chartered Wealth Manager.



## Michael Usher

Investment Director

Michael spent 20 years with Brooks Macdonald Asset Management where, as Director of the company, he managed an investment team as well as individual client portfolios/relationships with sector research responsibilities for a range of different markets over time.



## Dale Thornley

Director

Dale has over 40 years of industry experience and has sat on many Boards of Financial Services firms including a large Professional Indemnity Mutual Insurance Company. Dale's team currently provides compliance services to several IFA firms. He is a qualified Pensions Specialist and member of the Association of Professional Compliance Consultants (APPC).



## Vince Harvey

Compliance Officer

With over 25 years in the financial services sector, 15 of which have been in Compliance roles, Vince is responsible for FCA compliance within PK Wealth. Particular areas of focus are the management and reporting of client portfolios and the maintenance of staff competence.

# GET IN TOUCH

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