

# CONSIDERING INVESTMENT RISK

A guide to investing for your future

**IQ**

**INVESTMENT QVORVM**

Unique, Boutique Wealth Management

Award Winning  
Wealth Management

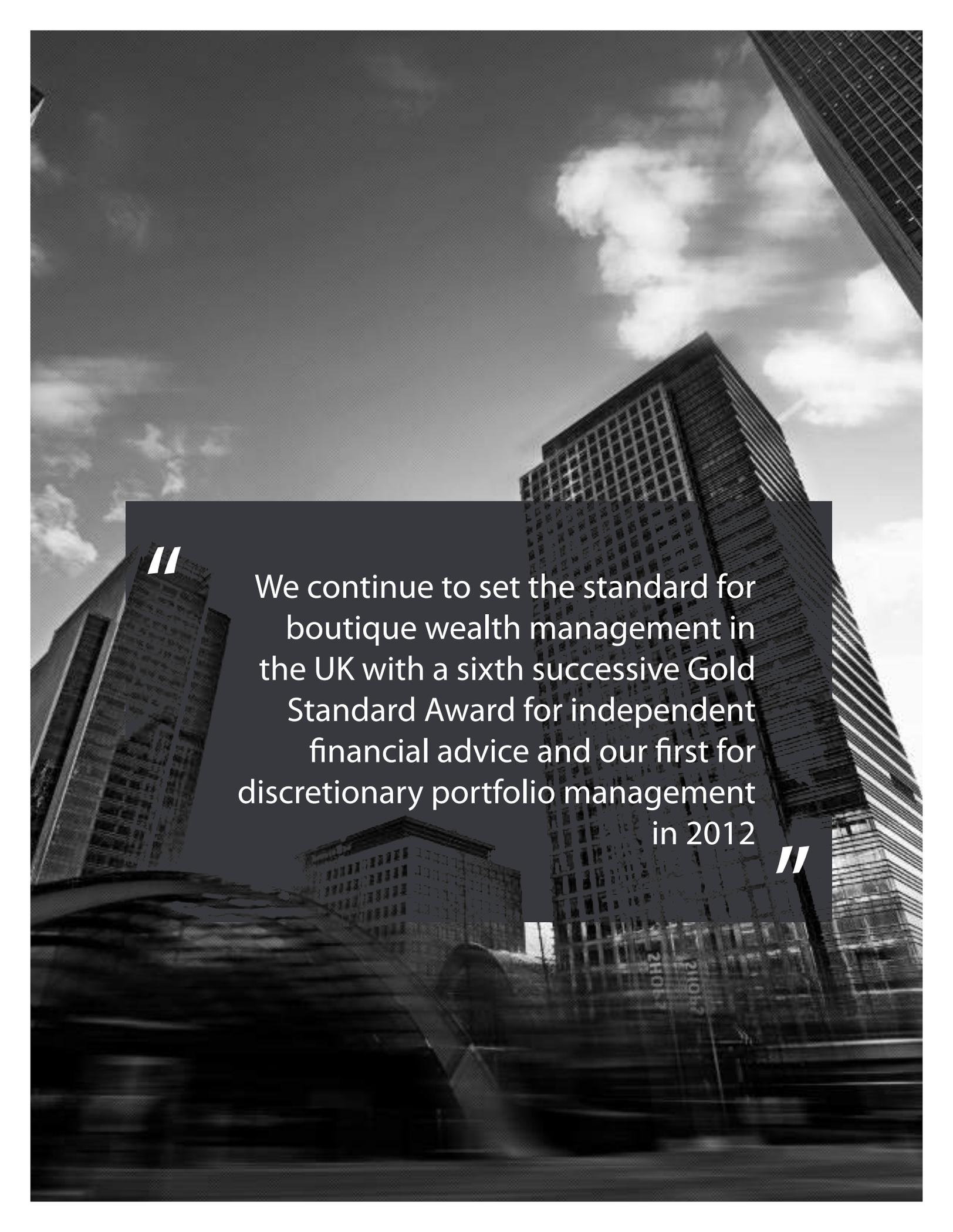
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“ We continue to set the standard for boutique wealth management in the UK with a sixth successive Gold Standard Award for independent financial advice and our first for discretionary portfolio management in 2012 ”

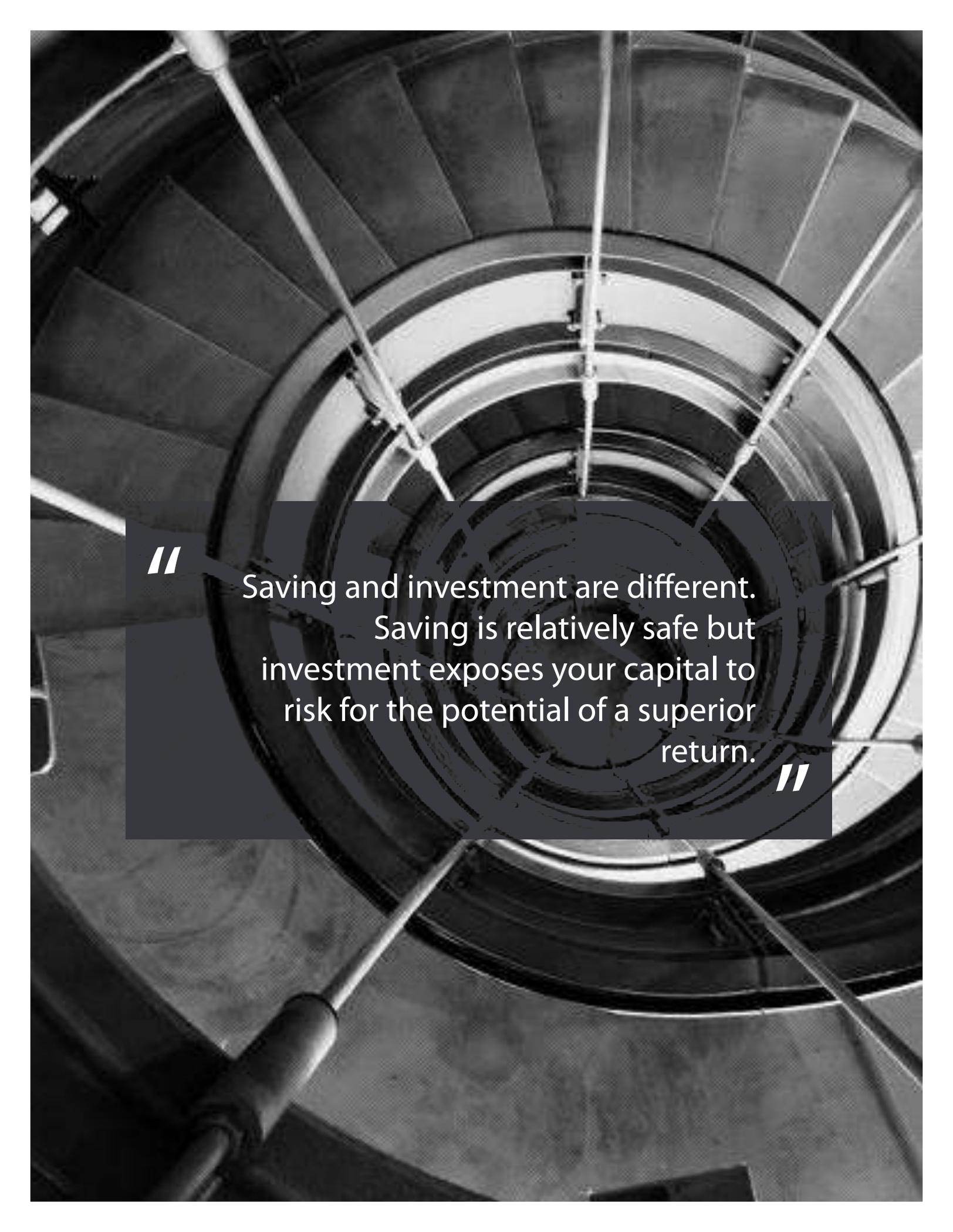


## INTRODUCTION

At Investment Quorum we believe that we have to fully understand what you have retained us to do for you as your wealth manager. That is why we work so hard with you on your financial plan and its supporting investment strategy.

To arrive at an investment strategy there are some major considerations we will have to work on together. These could include how much investment risk you are willing to take with your invested assets, your capacity to recover from losses should the markets fall during your investment term, the selection of a suitable investment mandate, whether a cash deposit is more suitable for you, the effects of inflation on your wealth and considerations around any dependants and family who may be or become reliant on you for their financial security.

Whilst much of this document will appear to talk about the potential negatives you do need to fully consider all of the issues outlined. Everyone at Investment Quorum is committed to assisting you understand what it means to invest, the types of investment mandate available to you and what the potential outcomes might be over your chosen investment term. Our starting position is that you should take no more investment risk than is necessary or comfortable for you to achieve your objectives.



“

Saving and investment are different.  
Saving is relatively safe but  
investment exposes your capital to  
risk for the potential of a superior  
return.

”

# WHAT DOES INVESTING MEAN ?

The investment of capital or through regular savings is about finding the balance between forgoing current expenditure for future security. It can be a very fine balancing act as the demands for our capital and income are many and varied. However, most of us understand that we must work at putting money aside for future purchases, expenditure and security.

Investment rarely, if ever, provides guaranteed returns. There are many variables which can affect the performance of a portfolio from stock market fluctuations, changes in personal circumstances, taxation and legislative changes and any investment strategy must be constructed and reviewed to ensure that it continues to best match your objectives and is able to cope with these variables.

Once an investment is moved from the relative security of a bank or building society account it must be viewed as having moved into an

environment of risk. The process of balancing risk to capital and short term financial security with potentially greater reward then begins.

If at this stage you are unwilling to take any risk to capital you should not begin to invest. If you are unable to commit your investment capital for at least five or six years you should not begin to invest.

Assuming that you are we then need to assist you decide how much, for how long and for what purpose.

## Why Invest ?

We Invest for a number of reasons:

- Saving for a specified purpose
- Building a pot of money for personal use at a later date
- To beat inflation to ensure that we maintain a good standard of living



## Before you Invest

Before you invest, we recommend that you have addressed four key areas:

- You have addressed any debt
- You have adequate emergency funds
- You have adequate financial protection to cover common risks such as being of work due to sickness or accident
- You have considered your income needs in retirement

We will help you establish your needs and actions in the above areas and make recommendations to address these, in line with your investment requirements.

“

Adopting the right investment mandate for you requires you to consider what you are trying to achieve and over what period.

”

## UNDERSTANDING YOUR NEEDS AND REQUIREMENTS

Your investment strategy will include addressing your desired outcomes, in other words what are you investing for. What goals and desires do you have for this money? Over what term? What is your investment experience? How worried do you become when events do not develop as you anticipated?

To complete your financial plan we will take you through a detailed process of getting to know your current financial situation, your life goals and your investment objectives. We will also explore your feelings towards investment

and the exposure to risk that this will bring. Finally, we will overlay this with taxation advice to ensure that you are maximising any tax free or tax advantageous allowances.

### Here are some of the areas you should consider

- What am I investing for (growth, income or both) ?
- What other investment products do I already have ?
- What means do I have to enable me to invest ?
- How long am I prepared to invest for ?
- Do I need access to my money at anytime ?
- What is my tax position, both now and when I want to take benefits from my investment ?
- What products can I invest in which will be the most tax efficient ?
- What degree of risk am I prepared to take ?

# UNDERSTANDING RISK

A good place to start is to consider what we mean by risk in the investment context. Risk is another word for uncertainty. Whilst even savings in a deposit account will carry a certain degree of risk investment risks are greater. The amount of risk that you are willing to take and over what period of time directly affects your potential returns but also losses. Generally, the lower the risk to your investment, the lower the potential return you can expect. Whereas the higher the risk, the greater the potential return but also the more likely it is that the value of the investment will fluctuate in value and suffer potential losses.

The key to successful investing is in receiving the highest possible returns for the least possible level of risk you are prepared to take. We will assist you in arriving at this 'risk tolerance' and then recommend the most appropriate portfolio to match your circumstances and needs.

**There are many different types of risk that can affect an investment and the main ones are listed below:**

- **Timescale** : How long do you want to invest for? Short term investing can be more risky as losses may not be regained quickly.
- **Proportion of total assets** : What proportion of your total wealth do you want to invest? Taking chances with large proportions of your money when you are relying on it is a risky strategy. You should always ensure you have sufficient cash available to meet your everyday needs.
- **Inflation Risk** : Do you want to ensure that your investment beats inflation? If so, you will need to take some risk or re-evaluate your expectations.
- **Past Experience** : Have you had previous investment experience? If not, how do you know how you would feel about losing money. Your past experiences (good or bad) may cloud your judgement and may influence your willingness to take investment risks in the future.
- **Knowledge** : Do you feel you understand investments? You should ensure you understand the risks you are taking before your invest - we are here to help.
- **Purpose** : What do you intend to do with the money you invest? You may be prepared to take more risk with surplus income that you can afford to lose than money designated as a deposit for a house, for example.
- **Shortfall Risk** : The possibility that your investments will not be able to meet your original stated objectives which will mean that you may have to revise your timescales and or goals.



Depending on how you invest your money some of the above risks may apply but we will work with you to limit these risks where possible. However, we would re-iterate that risk can never be completely eradicated.

Whilst no-one can tell you how much risk you can be comfortable with as it is ultimately a

personal decision likely to be affected by your own personality, personal circumstances, investment objectives, personal experience and knowledge of investment we will work very hard to ensure that we establish the optimum investment strategy for you.

**As part of this strategy we will ask you to consider the following points to assist us in this process:**

- **Market Risk** : The risk that equity investments will fall in value due to falls in investment markets generally e.g. crashes of 1987 and 2008
- **Investment Specific Risk** : The risk than an investment will fall in value due to issues surrounding a particular company, industry or market affecting profitability.
- **Interest Rate Risk** : The risk that an investment will fall in real terms as interest rates fluctuate. e.g. Gilts
- **Currency Risk** : The risk that investments or deposits in overseas companies will fall in real terms if Sterling becomes stronger.
- **Liquidity Risk** : The risk that an investment may be difficult to sell e.g. commercial property. This may mean that you cannot encash your investment when required.
- **Default Risk** : The risk that companies are unable to meet their repayment commitments e.g. Lehmans
- **Credit Risk** : The value of a fixed interest investment may fall where the default risk is deemed to have increased.
- **Inflation Risk** : The risk that the purchasing power of your investments may fall in real terms in times of high inflation.
- **Political and Regulatory Risk** : The risk that changes in legislation may negatively impact your investments, tax and financial planning arrangements.

The over-riding investment decision should be based upon your 'capacity for loss', or in other words, the level of risk you can afford to take without it affecting your financial security. You should never take more risk than you can afford.

# YOUR ATTITUDE TO RISK AND YOUR CAPACITY TO TAKE A RISK

Your attitude to risk is only one factor in determining your risk profile and a suitable investment strategy. Potential loss must also be considered in relation to your financial objectives.

We will assist you fully explore these issues and assist you understand the levels of potential loss you could afford within the timescales you are comfortable with. This is known as capacity for loss. It is important that you understand the potential risk of any investments you make and the financial impact this may have on you.

Your attitude to risk and your capacity to take risks may well differ.

## YOU NEED TO TAKE RISK

You may not be comfortable with taking any risk with your capital but there may be a need to take some risk in order to meet your objectives or to build future financial security. We will discuss and explain these implications with you.

Once we have established your attitude to risk, your capacity to take risk and the need, if any, to take risk in consideration of your financial objectives we will then be able to agree your overall risk profile.

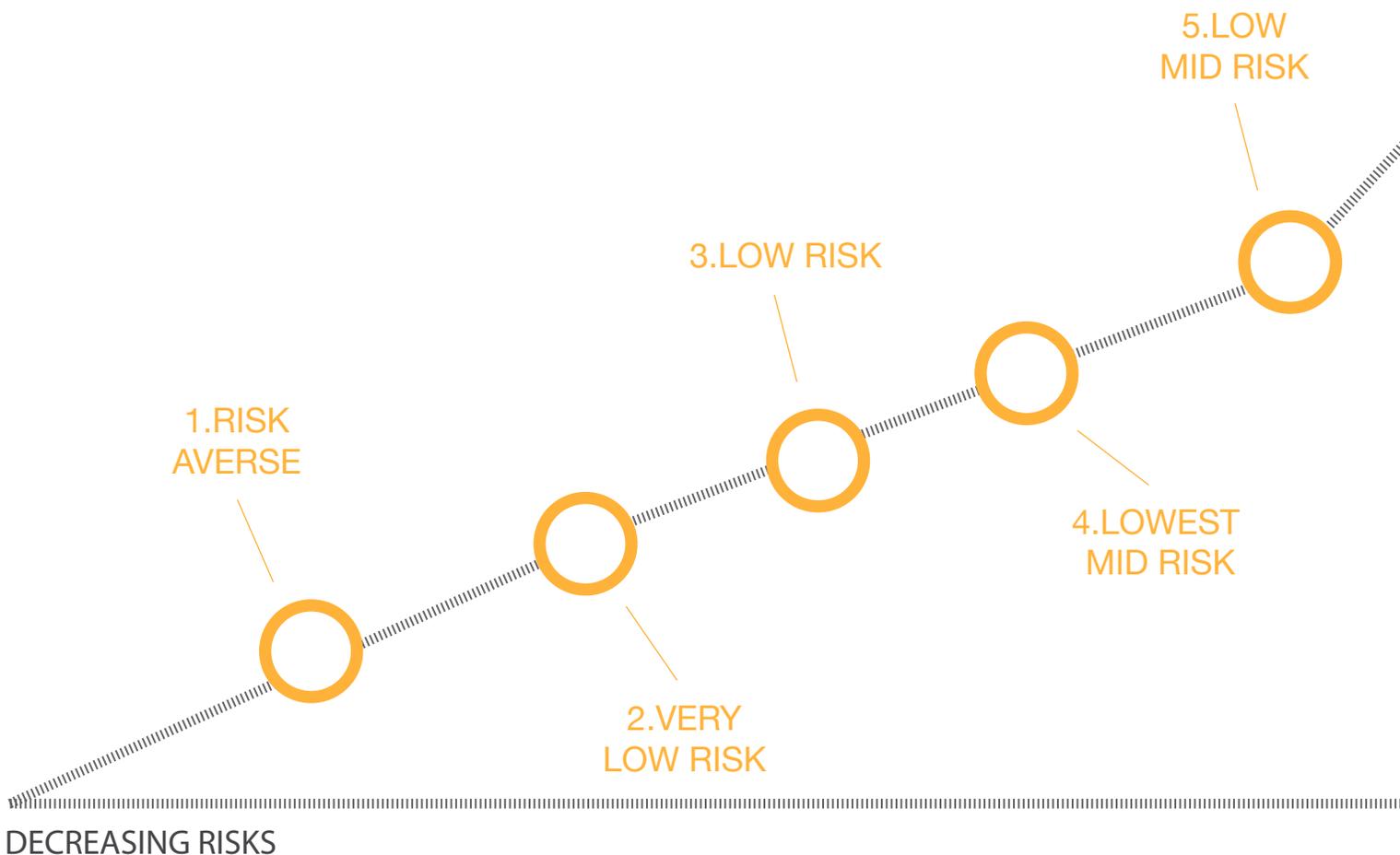


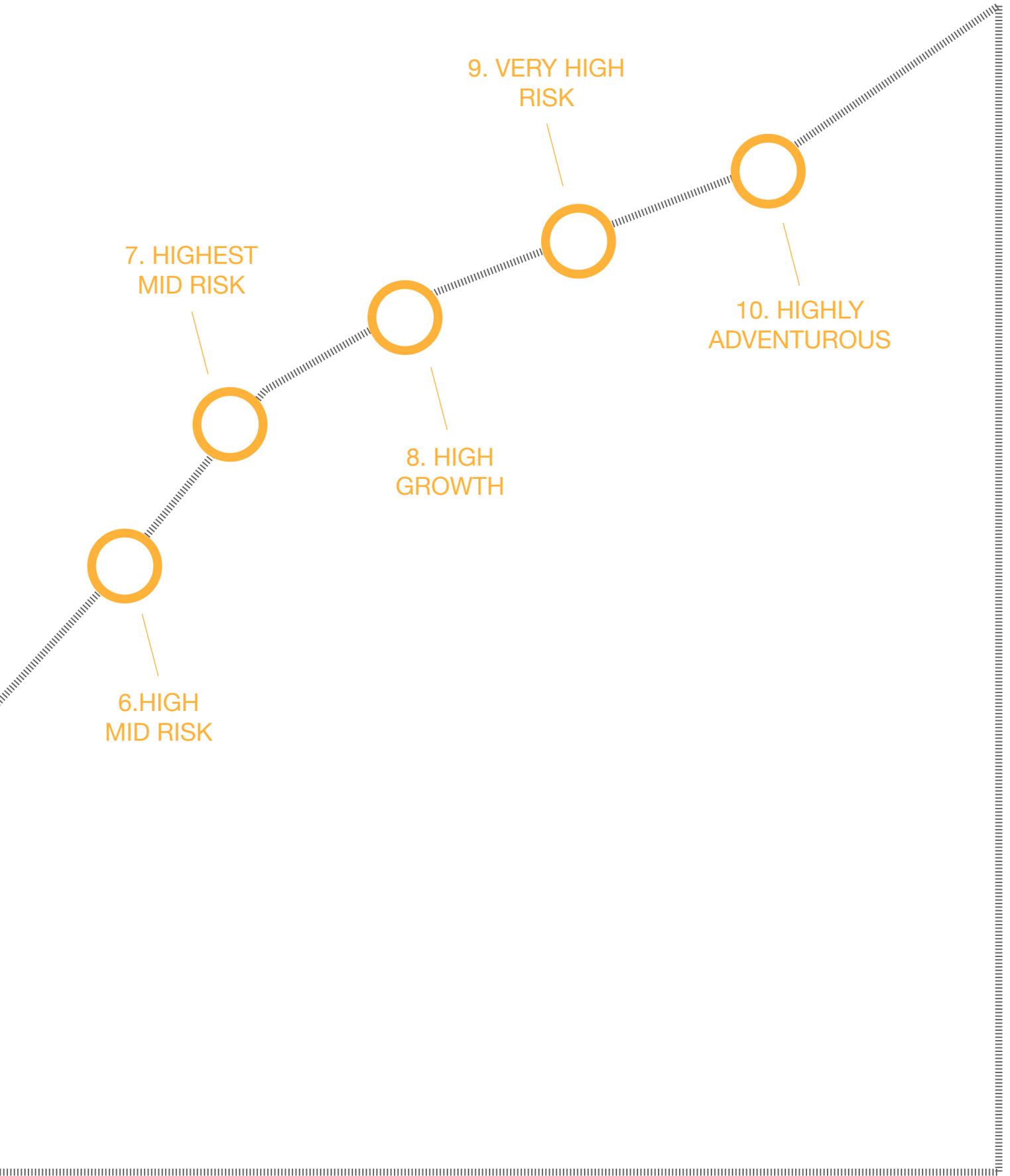
Generally the amount of risk you take is linked to the potential reward



# THE PORTFOLIO RISK PROFILES

The risk scale is made up of 10 profiles overall. These will be determined by the answers you provide to our dynamic risk profile questionnaire as well as the discussions we hold with you concerning your capacity for loss, time horizon and general investment experience. These are described in detail within the boxes on the following pages.





# THE RISK PROFILES

The risk scale is made up of 10 profiles overall. These will be determined by the answers you provide to our dynamic risk profile questionnaire as well as the discussions we hold with you concerning your capacity for loss, time horizon and general investment experience. These are described in detail within the boxes on the following pages.

## 2. VERY LOW RISK

This means that you are in the second to 'lowest' profile for how much risk you want to take with your investments. You are likely to be far less comfortable and able to adapt less well to losing money on your investments than someone who has a 'medium' or 'high' attitude to risk.

An investment portfolio for this risk level will be invested largely in cash, rather than higher-risk investments such as shares. When you have only cash in your portfolio, you can usually expect to get back the money you have invested.

### SUMMARY

- Your attitude to accepting risk is 'very low'.
- Your priority is likely to be getting as much back from your investments as you put in. You are probably less concerned with making high returns on your investments.
- Your preferred investments are likely to be lower-risk, such as cash and bonds and some medium- risk assets in the form of property.

## 1. RISK AVERSE

This means that you are in the 'lowest' profile for how much risk you want to take with your investments. You are likely to be far less comfortable and able to adapt less well to losing money on your investments than someone who has a 'medium' or 'high' attitude to risk.

An investment portfolio for this risk level will be invested in cash, rather than higher-risk investments such as shares. When you have only cash in your portfolio, you can usually expect to get back the money you have invested.

### SUMMARY

- Your attitude to accepting risk is in the 'lowest' profile.
- Your preferred investments will be in cash.
- While your investment will not fall in absolute value, excepting a significant banking collapse, inflation may mean its value in real terms may fall.

## 4. LOWEST MID RISK

This means that your attitude to risk is 'lowest medium'. This means that your attitude to accepting risk is below average.

An investment portfolio appropriate for this risk level may contain, for example, mainly lower- or medium-risk investments such as cash, bonds or property, typically with a few higher-risk investments such as shares. While a portfolio like this should go up and down in value less than a 'high-risk' portfolio, the value of investments can always go down as well as up.

### SUMMARY

- Your attitude to accepting risk is 'lowest medium'.
- While you are likely to be concerned with not getting as much back from your investments as you put in, you may also want to make higher returns on your investments.
- Your preferred investments are likely to be mainly lower- or medium-risk investments such as cash, bonds or property, with typically fewer higher-risk investments such as shares.

## 3. LOW RISK

This means that your attitude to accepting risk is 'low'. This means that your attitude to accepting risk is below average.

An investment portfolio appropriate for this risk level may contain, for example, mainly lower- and medium-risk investments such as cash, bonds and property, with a few higher-risk investments such as shares. While a portfolio like this should go up and down in value less than a 'high-risk' portfolio, the value of investments can always go down as well as up.

### SUMMARY

- Your attitude to accepting risk is 'low'.
- While you are likely to be concerned with not getting as much back from your investments as you put in, you may also want to make higher returns on your investments.
- Your preferred investments are likely to be mainly lower- and medium-risk investments such as cash, bonds and property, with a few higher-risk investments such as shares.

DECREASING RISKS

## 7. HIGHEST MID RISK

This means that your attitude to accepting risk is 'highest medium'. This means that you are above average in how much risk you want to take in your investments.

An investment portfolio appropriate for this risk level may contain, for example, higher-risk investments such as shares, with a few lower- and medium-risk investments such as bonds and property. Because of this, there is a possibility you may not get back as much money on your investments as you put in, particularly in the short term..

### SUMMARY

- Your risk is 'highest medium'.
- Your priority is likely to be making higher returns on your investments but you are still probably concerned about losing money due to rises and falls.
- Your preferred investments are likely to contain mainly higher-risk investments such as shares with a few lower- and medium-risk investments such as bonds and property.

## 10. HIGHLY ADVENTUROUS

This means that your attitude to accepting risk is in the 'highest' profile. This means that you are in the highest profile for how much risk you want to take in your investments.

An investment portfolio appropriate for this risk level may contain, for example, only higher-risk investments such as shares from outside the UK and no low-risk investments such as cash and bonds. Because of this, there is a possibility you may not get back as much money from your investments as you put in, particularly in the short term.

### SUMMARY

- Your attitude to accepting risk is in the 'highest' profile.
- Your priority is likely to be making higher returns on your investments and so you accept that you may not get as much back from your investments as you put in
- Your preferred investments are likely to contain higher-risk investments such as shares from outside the UK.

## 6.HIGH MID RISK

This means that your attitude to accepting risk is 'high medium'. This means that you are about average in how much risk you want to take in your investments

An investment portfolio appropriate for this risk level may contain, for example, mainly higher-risk investments such as shares, with some lower- and medium-risk investments such as cash, bonds and property. While a portfolio like this should rise and fall in value less than a higher-risk portfolio, the value of investments can always go down as well as up.

### SUMMARY

- Your attitude to accepting risk is 'high medium'.
- While you are likely to be concerned with not getting as much back from your investments as you put in, you also want to make higher returns on your investments.
- Your preferred investments are likely to include mainly higher-risk investments such as shares and typically some lower- and medium-

## 9. VERY HIGH RISK

This means that your attitude to accepting risk is 'very high'. This means that you are well above average in how much risk you want to accept for your investments.

An investment portfolio appropriate for this risk level may contain, for example, mainly higher-risk investments such as shares from outside the UK, with very occasional lower-risk investments such as bonds. Because of this, there is a possibility you may not get back as much money from your investments as you put in, particularly in the short term.

### SUMMARY

- Your attitude to accepting risk is 'very high'.
- Your priority is likely to be making higher returns on your investments and so you accept that you may not get as much back from your investments as you put in.
- Your preferred investments are likely to contain a large percentage of higher-risk investments such as shares.

## 5.LOW MID RISK

This means that your attitude to accepting risk is 'low medium' This means that you are about average in how much risk you want to take in your investments.

An investment portfolio appropriate for this risk level may contain, for example, a balanced mix of lower and medium-risk investments such as cash, bonds and property, and higher-risk investments such as shares. While a portfolio like this should rise and fall in value less than a higher-risk portfolio, the value of investments can always go down as well as up.

### SUMMARY

- Your attitude to accepting risk is 'low medium'.
- While you are likely to be concerned with not getting as much back from your investments as you put in, you also probably want to make higher returns on your investments.
- Your preferred investments are likely to include a balanced mix of lower- and medium-risk investments such as cash, bonds and property, and higher-risk investments such as shares.

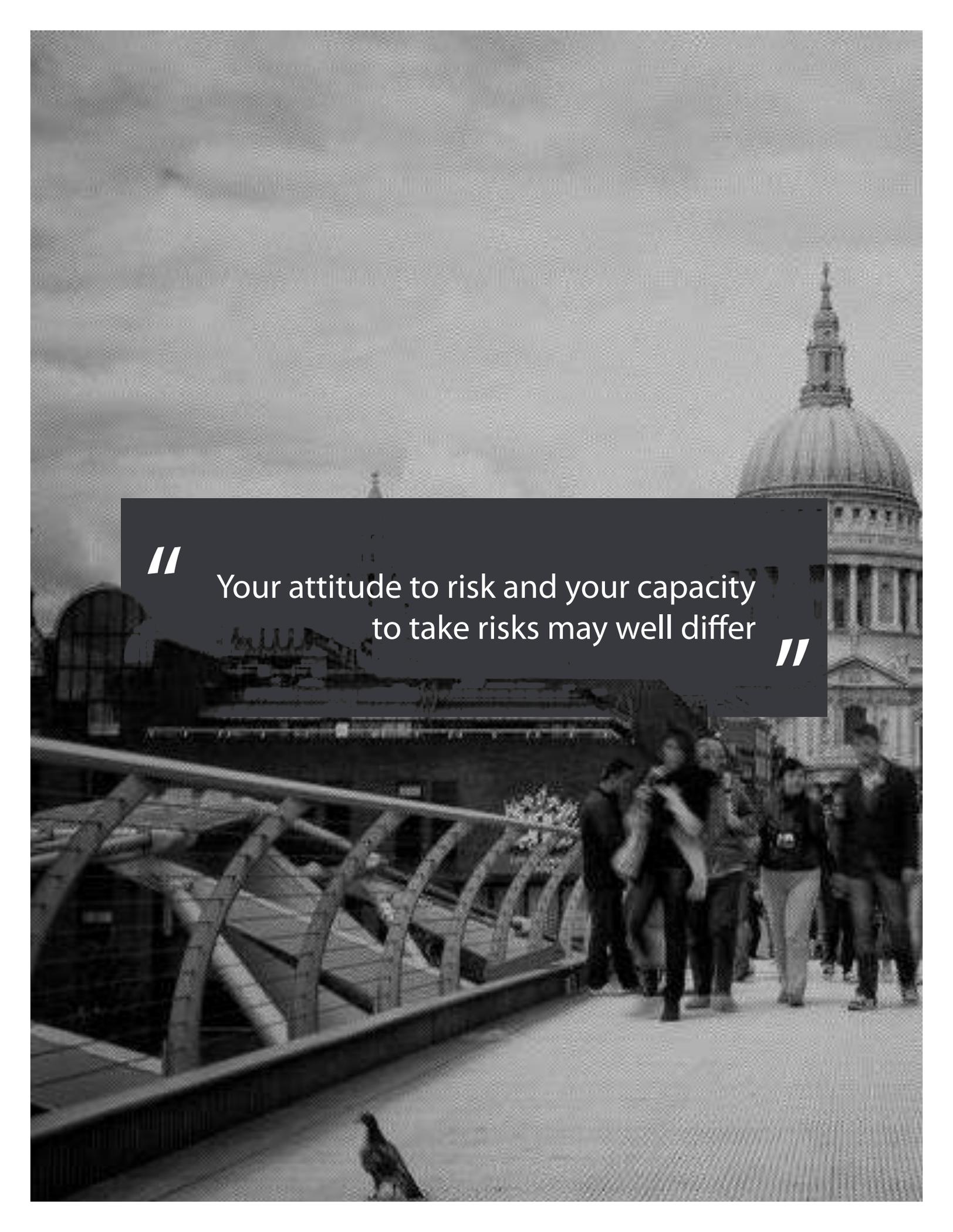
## 8. HIGH GROWTH

This means that your attitude to accepting risk is 'high'. This means that you are above average in how much risk you want to take in your investments.

An investment portfolio appropriate for this risk level may contain, for example, mainly higher-risk investments such as shares, with the occasional lower- and medium-risk investments such as bonds and property. Because of this, there is a possibility you may not get back as much money on your investments as you put in, particularly in the short term.

### SUMMARY

- Your attitude to accepting risk is 'high'.
- Your priority is likely to be making higher returns on your investments but you are still probably concerned about losing money due to rises and falls.
- Your preferred investments are likely to contain mainly higher-risk investments such as shares with the occasional lower- and medium-risk investments such as bonds and property.



“ Your attitude to risk and your capacity to take risks may well differ ”

# SPREADING THE RISK - DIVERSIFICATION

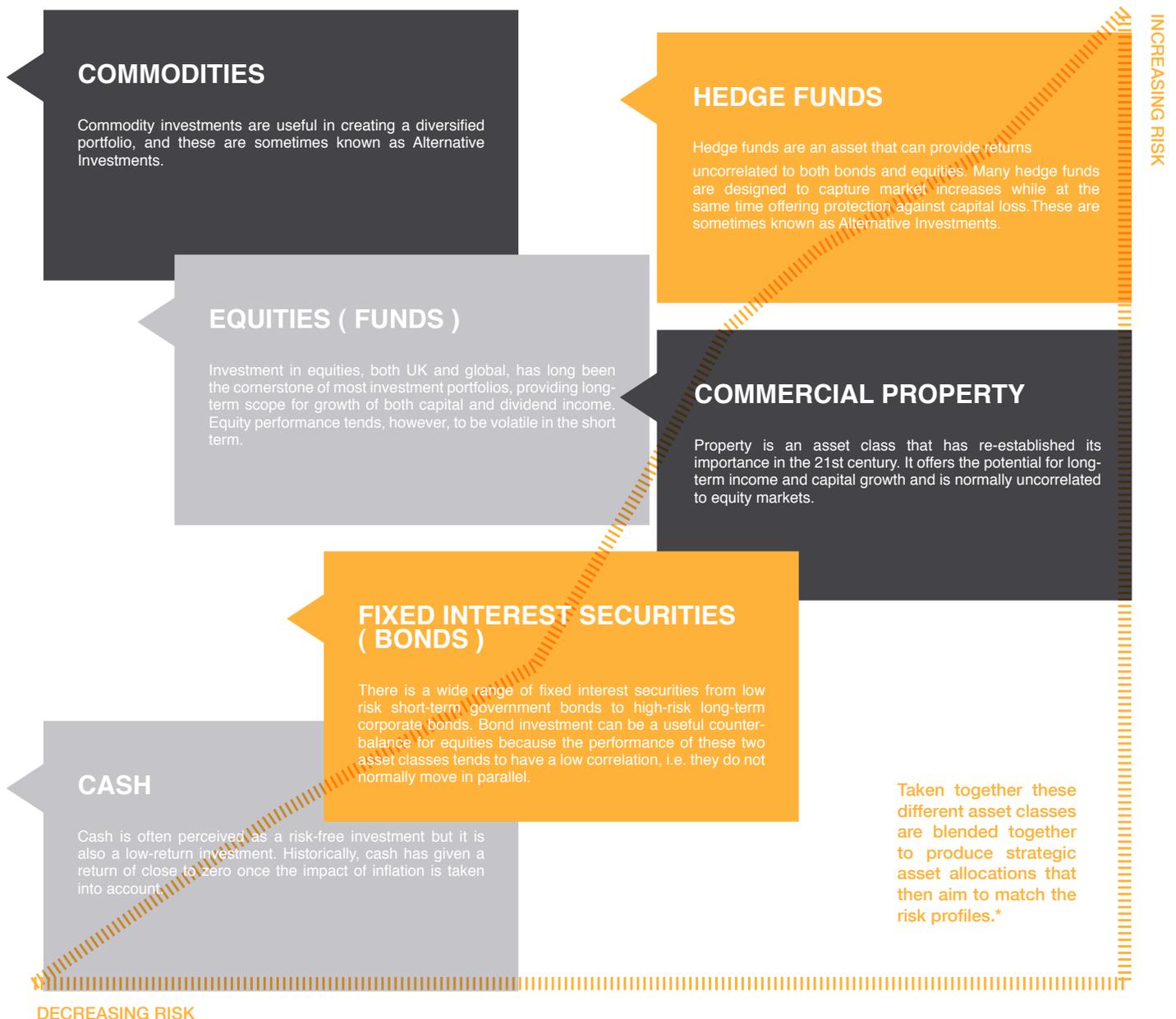
HAVING ESTABLISHED YOUR RISK PROFILE WE NEED TO ESTABLISH THE BEST WAY TO INVEST

Spreading risk is one of the most important principles of investing, not only between several different investment types (also known as asset classes) but also between different companies.

By taking this approach, even if a particular asset class or company goes through a bad patch, the rest of your investment need not be affected.

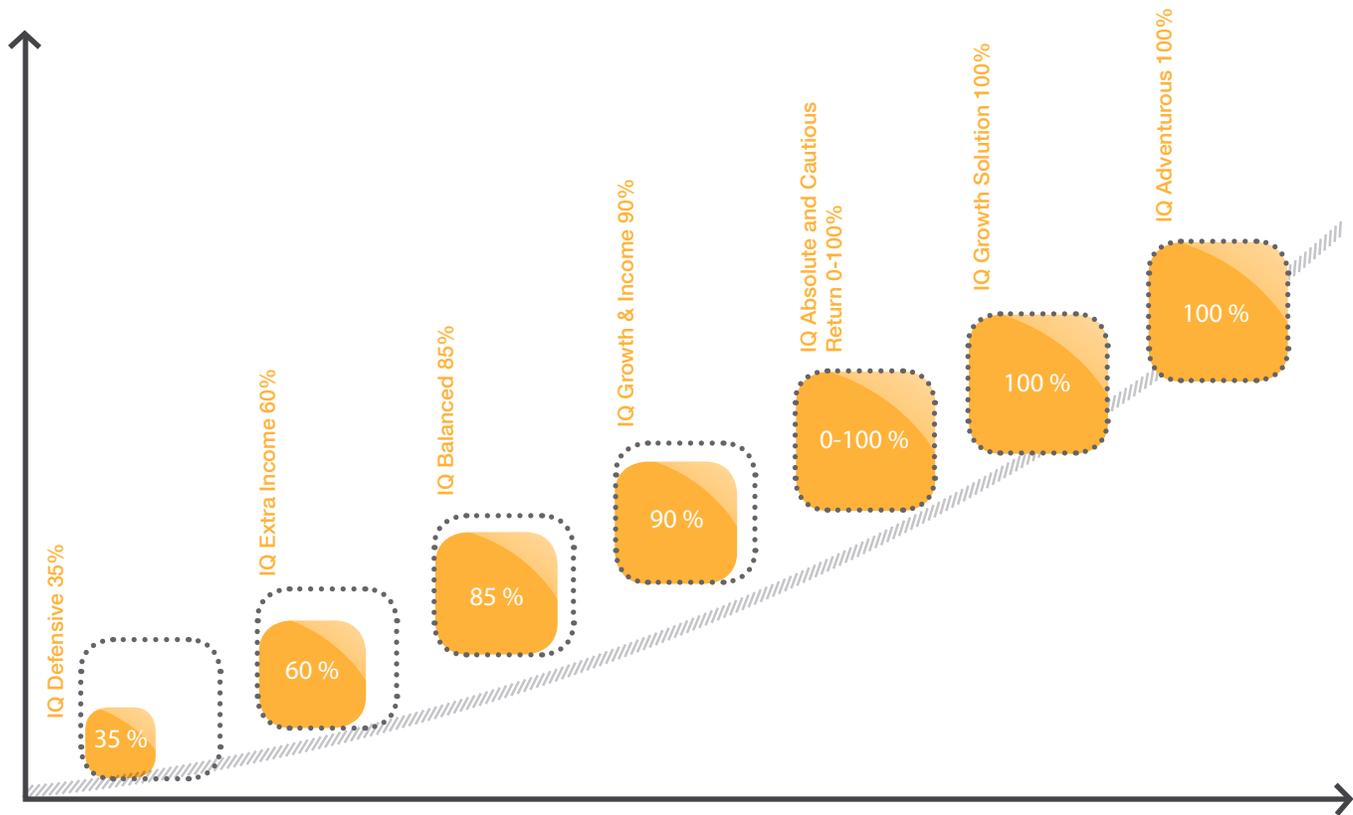
Deciding which asset classes to invest in to match the return you are looking for links to your chosen risk profile.

Different asset classes have varying degrees of risk and return. Examples of different asset classes are listed below:



# OUR PORTFOLIO SOLUTIONS AND INDICATIVE RISK REWARD RATIOS

Whatever product or service you are seeking to buy, you should ensure that you know exactly what you are paying for.



INVESTMENT PORTFOLIO	PORTFOLIO DESCRIPTION	MAXIMUM GAIN AND LOSS FROM 31 DECEMBER 2013 TO 31 DECEMBER 2016*	MAXIMUM GAIN AND LOSS FROM 31 DECEMBER 2011 TO 31 DECEMBER 2016*
<b>IQ Defensive Solution</b> Benchmark: Cash +1%	The aim of this solution is to achieve a degree of capital stability and income. The portfolio will invest principally in lower risk and less volatile asset classes such as fixed interest and cash instruments, but will also diversify into other asset classes such as equities, alternative and absolute and total return strategies and property. The portfolio may hold a percentage in cash for both liquidity and tactical reasons.	Max Gain: +4.65% Max Loss: -2.89% Volatility: 4.33%	Max Gain: +6.75% Max Loss: -4.58% Volatility: 4.37%
<b>IQ Extra Income Solution (20-60% equities)</b> Benchmark: Aims to deliver a rising income stream, growing faster than inflation.	The aim of this solution is to achieve an extra income stream via distribution units and long term capital growth by investing through a multi-asset class strategy. The objective will be to distribute the income on a regular basis. The portfolio will invest into asset classes displaying less volatility and risk traditionally, namely fixed interest and cash instruments but will also diversify into equities, property and alternative and absolute return strategies. The portfolio may hold a percentage in cash for both income and tactical reasons.	Max Gain: +8.99% Max Loss: -4.27% Volatility: 6.63%	Max Gain: +8.99% Max Loss: -5.08% Volatility: 5.94%

INVESTMENT PORTFOLIO	PORTFOLIO DESCRIPTION	MAXIMUM GAIN AND LOSS FROM 31 DECEMBER 2013 TO 31 DECEMBER 2016*	MAXIMUM GAIN AND LOSS FROM 31 DECEMBER 2011 TO 31 DECEMBER 2016*
<p><b>IQ Balanced Solution</b></p> <p>Benchmark: Cash +2%</p>	<p>The aim of this solution is to achieve a combination of both long term capital growth and income, in a multi-asset class strategy. The portfolio will invest principally in a balance range of asset classes such as equities, fixed interest, property, alternative and absolute return strategies. The portfolio may hold a percentage in cash for both liquidity and tactical reasons.</p>	<p>Max Gain: +8.56%</p> <p>Max Loss: -5.15%</p> <p>Volatility: 7.74%</p>	<p>Max Gain: +15.06%</p> <p>Max Loss: -6.05%</p> <p>Volatility: 7.66%</p>
<p><b>IQ Growth &amp; Income Solution</b></p> <p>Benchmark Composite: Aims to deliver a rising income stream, growing faster than inflation.</p>	<p>The aim of this solution is to achieve an income stream and long term capital growth by investing through a multi-asset class strategy. The portfolio will invest into asset classes displaying less volatility and risk, namely fixed interest and cash instruments but will also diversify into equities, property, alternative and absolute return strategies. The portfolio may hold a percentage in cash for both income and tactical reasons.</p>	<p>Max Gain: +9.94%</p> <p>Max Loss: -5.49%</p> <p>Volatility: 8.72%</p>	<p>Max Gain: +15.96%</p> <p>Max Loss: -5.96%</p> <p>Volatility: 8.27%</p>
<p><b>IQ Absolute and Cautious Return Solution</b></p> <p>Benchmark: One Month London Interbank Offered Rate (LIBOR)</p>	<p>The aim of this solution is to achieve a degree of capital stability and preservation. The portfolio will invest principally in Absolute Return funds with an objective to deliver a cautious and absolute return. The fund is also able to invest into 'fund of fund' method hedge funds. The portfolio may hold a percentage in cash for both liquidity and tactical reasons.</p>	<p>Max Gain: +3.05%</p> <p>Max Loss: -2.19%</p> <p>Volatility: 2.57%</p>	<p>Max Gain: +6.94%</p> <p>Max Loss: -2.75%</p> <p>Volatility: 2.79%</p>
<p><b>IQ Growth Solution</b></p> <p>Benchmark: Cash +3%</p>	<p>The aim of this solution is to achieve long term capital growth, in a multi-asset class strategy. It will invest principally in equities but will also diversify into asset classes which traditionally display less volatility, namely fixed interest securities, cash, property, alternative and absolute return strategies. The portfolio may hold a percentage in cash for both liquidity and tactical reasons.</p>	<p>Max Gain: +10.34%</p> <p>Max Loss: -6.52%</p> <p>Volatility: 9.67%</p>	<p>Max Gain: +17.17%</p> <p>Max Loss: -8.87%</p> <p>Volatility: 9.35%</p>
<p><b>IQ Adventurous Solution</b></p> <p>Benchmark: Composite: Cash +4%</p>	<p>The aim of this solution is to seek out growth opportunities over the longer term by investing into higher risk and volatility asset classes. The portfolio will invest principally into equities but may venture into other non-correlated asset classes such as property and alternative and absolute return strategies. The portfolio may hold a percentage in cash for both liquidity and tactical reasons.</p>	<p>Max Gain: +14.81%</p> <p>Max Loss: -7.01%</p> <p>Volatility: 11.63%</p>	<p>Max Gain: +17.91%</p> <p>Max Loss: -7.91%</p> <p>Volatility: 10.88%</p>

\* Data Source: FE Analytics 30th September 2014

\*\* Actual performance data is available upon request

All of our portfolio solutions are multi-asset class and are a risk graded blend of appropriate active and passive funds based on a 'best of breed' approach to manager selection. This produces a blended outcome comprising some funds which may have a higher risk grading than expected and some funds which may have a lower risk grading than expected but this is to produce the blended risk appropriate outcome.



## OUR INVESTMENT PHILOSOPHY



We firmly believe that our clients deserve a superior standard of wealth management. Financial planning brings context to the investment consultancy and investment management elements of the financial and investment plan.

The advice we offer is about much more than specific financial steps and product purchases – it is about how we approach and structure the financial choices available to you. We offer pragmatic planning solutions with clarity of delivery and implementation. From the building blocks of insurance protection,

pension planning, SIPPS, investment portfolio construction, tax and estate planning we build a comprehensive but bespoke financial plan.

This plan is then regularly reviewed to ensure that it remains optimally placed to deliver its objectives. We term this the 'Five Steps'.

### THE FIVE STEPS

The five essential steps underpinning your Intelligent Wealth Plan



We will work with you to develop your Intelligent Wealth Plan, which will accurately model your financial situation.

Your plan will assist you be fiscally well organized and maximize the use of proactive advice and planning.

Your plan will utilise tax advantageous structures and vehicles wherever possible.

“Open Architecture” and clear charging structures will be at the heart of all advice offered to you.

Our advice to you will always be clear, ethical, independent and objective.

# THE IMPORTANCE OF STRATEGIC ASSET ALLOCATION

We strive to ensure that our client's portfolios are optimally balanced to ensure that we are meeting their overall objectives, risk tolerance and performance aspirations. Portfolios are regularly rebalanced across funds and asset classes to ensure continuing efficiencies.

Two decades of academic studies show that strategic asset allocation accounts for most of the long term performance within portfolios. This is why we take such great care over our investment research.

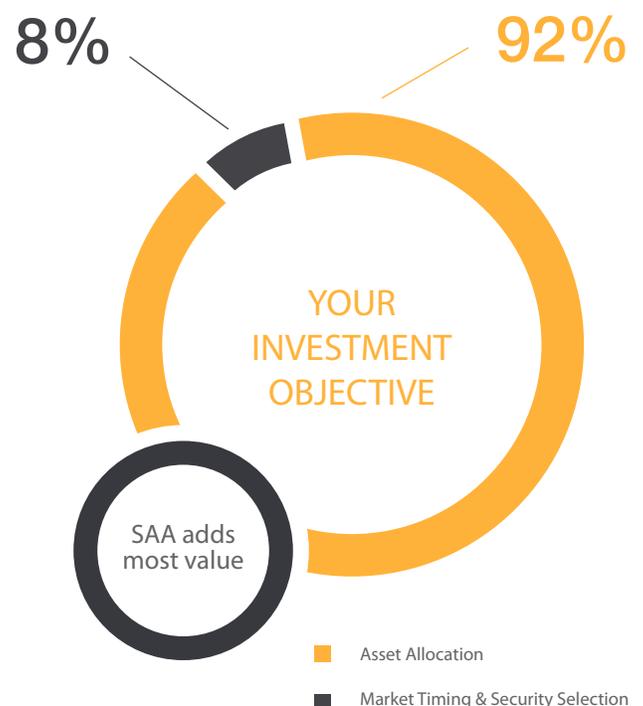
## STRATEGIC ASSET ALLOCATION

Reducing portfolio risk while stabilizing returns

### SAA in multi asset portfolios

- Two decades of academic studies have shown that SAA accounts for most variation in portfolio returns.
- This does not mean there are no other factors affecting your portfolio.
- More than 90% of performance can be attributed to the way in which the underlying assets are diversified.

(Source: Brinson et al 1991, "Determinants of Portfolio Performance" Financial Analyst Journal May 1991). Numbers rounded to whole. Past performance is no indication of future returns.



Investment Quorum is a multi-award winning boutique wealth management firm. We specialise in the development and implementation of financial planning, investment management and tax efficient wealth management strategies for private clients, trustees and charities. We believe in consistent excellence and have received some of the most sought after awards and recognition available within wealth management, many on a regular and consecutive basis. Our expertise and commitment to our clients is well regarded by the financial press and we are regular commentators within the financial, consumer and television press.

The value of investments may fluctuate in price or value and you may get back less than the amount originally invested. Past performance is not a guide to the future. The investments described within this brochure may not be suitable for all recipients and if you have any doubts you should contact Investment Quorum for assistance. The portfolio information in this brochure was captured from FE Analytics as September 2014 and is therefore not current but is provided as a guide.

Investment Quorum Limited is Authorised and Regulated by the Financial Conduct Authority





INVESTMENT QVORVM

Unique, Boutique Wealth Management

# CONSIDERING INVESTMENT RISK



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