



Fair Value Statement Bespoke Portfolio Service

July 2023

Value factors

Main value factors for Casterbridge clients:

- Depth of knowledge and experience from an investment management team spanning four decades.
- No corporate baggage: no conflict or pressure to buy in-house funds or products.
- We buy UK and international company shares direct to reduce portfolio charges.
- Active approach to long-term and short-term investing avoids 'group-think'.
- We access delegation bonds to utilise direct share holdings and associated savings.
- Dedicated in-house customer and adviser administration support teams.
- Dedicated relationship managers deliver best-in-class support to advisers and their clients.

Investors in Casterbridge products and services benefit from the highly-experienced members of the investment team. Collectively, the team has investing experience spanning four decades. This depth of investment knowledge and experience helps them to invest in a wide range of underlying investments, applying an increasingly rare set of skills to invest in direct company shares from companies across the world. Our investment managers are further supported by our team of analysts, whose role it is to target and research investments that are viewed as suitable and capable of meeting our clients' goals.

Investors in our Bespoke Portfolios Service enjoy a 'face-to-face' relationship with their Investment Manager. They will see frequent investment activity as their portfolios are actively and subtly positioned to suit their personal risk objective. The team spends their time monitoring investment markets, assessing the most up-to-date economic data, discussing ideas with colleagues and putting plans in place to defend or take advantage of, both shorter and longer-term market movements to deliver investment returns. As well as in-house research, each member of the investment team has access to a vast array of research from other major investment institutions, such as JP Morgan, Goldman Sachs and Barclays.

Our Investment Committee meets quarterly to review overall asset allocation as well as economic developments and market moves. This process drives overall investment decisions within client portfolios.

Casterbridge is independently owned, so we are not tied to specific funds, nor are we confined to only using investments on preferred buy lists. We have the freedom to choose the funds we consider the most appropriate for client profiles (subject to the appropriate screening) without internal or external influences.

Wherever possible, we select institutional share classes within portfolios as these provide the lowest Ongoing Charge Figure (OCF) making them the most cost-effective share classes for our investors. Using institutional share classes helps us stay competitive from a cost and charges point of view.

Our relationship management team supports advisers and their clients in every aspect of their investment journey with us, from the very first meeting, explaining the client benefits of Casterbridge to maintaining the ongoing relationship. The relationship manager will ensure the adviser has everything needed to achieve the very best service and outcomes for their clients.

Our in-house administration team looks after all aspects of adviser and client account admin. The team is heavily involved in all Direct Custody onboarding for both the Bespoke Portfolio Service and Managed Portfolio clients. Financial advisers are given their own point of contact for that extra-personal touch, with the rest of the team providing support should their primary contact be unavailable.

[Price factors](#)

We look at a range of financial and non-financial costs to determine whether the products and services we offer deliver fair value to clients, including:

Financial:

- Product charges (technology, custody, annual management charge (AMC) and OCF)
- Staff costs
- Operational (overheads) costs

Non-financial costs:

- Client meetings (Bespoke only)
- Product research, design and review
- Quarterly client briefings/Adviser and client investment events
- Customer feedback and complaints

[How do we compare to our peers?](#)

We check our fees and charges against different peer groups for relevant products and services, which provides an indication of how cost-competitive we are:

- **Bespoke Portfolio Service AMC**
 - **Casterbridge:** 0.90% +VAT
 - **Peers:** 0.75-1.00% +VAT

[How will clients benefit as we grow?](#)

Custody costs: our move to a new custodian in 2022 delivered better value for the Bespoke Portfolio Service through great efficiencies and due to our increased size and presence. We continue to monitor the market to see how we can drive value for our clients – not just in price, but also in functionality. The move to the new custodian has also given us the opportunity to potentially improve clients' tax position by offering more efficient treatment of Value Added Tax (VAT) on investments.

Ongoing Charge Figure: as we grow our assets under management (AUM), this increases the potential for greater bargaining power when negotiating underlying fund provider discounts.

Expertise: we invest in our own people, and believe focused staff training helps develop skills and knowledge within the team. Our ability to reinvest earnings to grow our team means even more investment professionals working collectively to meet the needs of our investors and their advisers.

Summary and conclusion

Based on our assessment of the factors listed in this document, we believe Casterbridge products and services continue to deliver great value for investors within our target markets. We also believe that our distribution strategy of only making our products and services available through selected regulated financial advisers remains appropriate.

Service	Outcome
Bespoke Portfolio Service	Great value for clients