Our Investment Beliefs

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1. Risk is rewarded in the long run

The capital markets reward long-term investors. While it can be tempting to make changes to a longterm plan in a bid to profit or avoid losses these actions are unlikely to result in excess returns. On the contrary, they may result in costly mistakes.

2. Stock picking doesn't pay

We are investors, not speculators; we base our decisions on real facts and analysis instead of trying to forecast the future price of a single investment.

3. Time in the market not timing the market

Common sense tells us to accept what we cannot control but to act on what we can control. This principle underpins our courage to adopt a contrarian investment approach when the rationale is strong and when conventional wisdom tells us to look the other way.

4. Diversification reduces portfolio risk

We see layers of risk beyond asset classes - fund manager, home country bias, currency or liquidity. We spend considerable time ensuring that our portfolios minimise the risks that do not deliver adequate returns.

5. Your Asset Allocation is critical

In building portfolios, we focus on what really matters, the strategic allocation of your assets. We work diligently to avoid your portfolio risk drifting significantly.

6. Small, Value, Profitability & Illiquidity Premia pay

We pursue systematic approaches to efficiently and effectively exploit premia. These so-called market anomalies can add a dimension of higher expected return over an investment time horizon.

7. Tax efficiency & costs matter

Tax-managing portfolios can be overlooked by the investment management industry. We believe that we should be seeking to optimise after-tax returns enabling us to deliver personalised and tailored portfolios for each client. Material cost drag also stacks the odds against investors. The cheapest fund may not always the best, but cost should be near the top of the list of conditions when constructing portfolios.

8. Rebalancing is risk control

Rebalancing ensures a portfolio's risk does not drift away from the targeted level. This systematic process replaces behavioural biases and increases the chance of narrowing the gap between time weighted and dollar weighted return.

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The Legal Stuff

This document is intended for clients, including prospective clients, of MASECO LLP or those persons who are professional clients or are of a kind to whom the products within a portfolio may be promoted without contravention of the UK's Financial Services and Markets Act 2000 and the FCA's Conduct of Business Sourcebook.

For your protection, telephone calls are usually recorded.

Use of information:

- Nothing in this document constitutes investment or tax advice and should not be construed as such.
- This document is provided for information purposes only and is not intended to be relied upon as a forecast, research or investment advice.
- This document does not constitute a recommendation, offer or solicitation to buy or sell any products or to adopt an investment strategy.

Risk Warnings:

- All investments involve risk and may lose value. The value of your investment can go down depending upon market conditions and you may not get back the original amount invested.
- Your capital is always at risk.
- Currency exchange rates may cause the value of an investment and/or a portfolio to go up or down.
- Alternative strategies involve higher risks than traditional investments, such as speculative investment techniques, which can magnify the potential for investment loss or gain.
- Certain products which may be included within a portfolio are not regulated in the UK and therefore will not have the benefit of the protections afforded by the UK regulatory regime.
- Information about potential tax benefits is based on our understanding of current tax law and practice and may be subject to change in the future. The tax treatment of any investment depends on the individual circumstances of each client. The levels and bases of, and reliefs from, taxation is subject to change.

Performance:

- Past performance is not a reliable indicator of future results.

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MASECO LLP is authorised and regulated by the Financial Conduct Authority for the conduct of investment business in the UK and is an SEC Registered Investment Advisor in the US.

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