



# BESPOKE PORTFOLIO SERVICE OVERVIEW



This document provides an overview of King & Shaxson's bespoke portfolio service. Aimed at clients who would like their portfolio to reflect their core beliefs and values.



## WHY CHOOSE KING & SHAXSON

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At King & Shaxson Asset Management, we take clients' ethics and values and reflect it in their investment portfolio, and have been doing so for over twenty years.

Taking an active management approach, we seek out investments which have a positive impact on people and the planet.

We are continually monitoring and reviewing investment positions with a forward-looking and adaptive outlook, and our approach goes beyond just looking at financial and ESG data. Our ethical screening is as important to us as

the financial investment process. We ensure that our investments meet the clients' expectations, and do not just tick boxes.

We draw from a diversity of professional backgrounds, creating a blend of experience, skill and dedication, which is shared with our clients. King & Shaxson strives to provide an exceptional level of service for all of our clients, committing to long term partnerships, which we consider crucial in order to add value.

# WHY CHOOSE A BESPOKE PORTFOLIO

## Strong Values

The portfolio would reflect the concerns of the underlying client. This means we utilise both a negative and positive screen based on the client's completed values-based questionnaire.

## Regular Updates

Stay up to date with portfolio changes through our monthly 'Everything Ethical' newsletter, which also covers events close to our client's hearts. On top of this, we provide ad-hoc, quarterly and yearly reporting to ensure clients know where their capital is invested.

## Professional Management

Our qualified managers design a portfolio that meets your needs, and monitor it on a daily basis, making timely and seamless changes as required. This ensures risks are controlled and tax considerations are taken into account.

## Trusts & Charities

We have over 20 yrs of experience managing trusts and charitable trusts. We can cater to individuals or organisations who require a tax-efficient investment solution, whether that's for estate planning purposes, charity funds, or endowments.

## THE PROCESS



### Complete Values-based questionnaire

Each portfolio is constructed according to the investor's ethical beliefs, made possible by King & Shaxson's Values-based Questionnaire (VBQ). Leave no stone un-turned.



### In-depth proposal

Detailed proposal outlining the potential investments based on personal investment and ethical objectives, including our rationale for investing in each holding.



### Portfolio Construction

The team of qualified managers will begin constructing your portfolio. The portfolio will be viewable online via our portal as well as via quarterly reports (including a yearly tax pack).





Clean energy solutions are an important theme within clients' portfolios, and one they contribute the most to. Their exposure to it comes from a range of asset classes; fixed income, infrastructure and equity.

The wind sector has suffered over the last two years with inflation impacting margins. However, the outlook is positive, with unprecedented regulatory support and cost pressures reversing.



# OUR SCREENING PROCESS

Our highly personal service not only takes the effort and worry out of investing, but is also tailored to suit the client's individual values. The client, whether that's an individual, company, trust or charity, set the ethical and financial criteria. This means the screens applied are based on the completed values-based questionnaire, which is then reflected in a personally designed portfolio.

This combination of filtering out the harmful and including the investments with a positive impact on society or the environment, has served our clients well for close to 20 years. The method we use to screen investments includes both a process-driven quantitative and values-based qualitative approach:

## Quantitative

We will examine investments from an Environmental, Social and Governance perspective by using ESG data provided by third party screeners (currently MSCI).

The detailed reports provide a great deal of information for our screening process. This includes non-financial data that is material to each company or sector on environmental, social and governance factors (e.g. toxic emissions, data security, board diversity, business ethics etc).

This also includes any ESG controversies that have arisen, and whether these issues are addressed in a manner we would expect from a company we would seek to invest in.

A key element is the business involvement reports, which highlight if any of the company's activity is contrary to any negative screen we have in place, such as animal testing, alcohol products or armaments, to name but a few.

At this stage, a consideration and assessment of an investment's overall ESG score will happen, which will not be definitive and may be overruled.

It is important to note: quantitative ESG data serves the process but does not drive it.

## Qualitative

Our in-house qualitative research is based on various sources including company disclosures, industry reports, reliable news sources, pressure groups, management meetings etc.

Put simply, this will be where we truly understand a company's operations.

By identifying environmental or social issues related to various long-term trends, such as an aging demographic or the circular economy, we can then establish companies who are truly addressing a problem and having a positive impact on the world around us.

Our approach ensures we have a sound understanding of each investment's mission, avoiding those that have a detrimental impact by operating in a manner that promotes profits at all cost.

Other important considerations are good corporate citizenship; aggressive tax practices, for example, can be legal, but does that mean its right?

We know investing is more than just an electronic process, it is something that requires 'a more human approach', so our qualitative approach is an important part of our screening method.



# ABOUT KING & SHAXSON

King & Shaxson is a long-established City name with a history that dates back to the mid-nineteenth century. The firm has successfully built on its traditional strengths in the bond and money markets to offer fund management since 2002.

King & Shaxson Asset Management (KSAM) has offered a distinct ESG and Impact focused portfolio management service through bespoke mandates and model portfolios since 2002. It remains the sole focus of KSAM.

King & Shaxson is a leading dealer in bonds and money market instruments, including certificates of deposit and Treasury bills. Listed by the Debt Management Office (DMO) of the UK Treasury as a primary participant in the Treasury bill market. On top of this, the Dowgate MTF is a trading venue operated by King & Shaxson Limited, offering trading in government bonds, supranational bonds, corporate bonds and certain derivative products.

We are owned by PhillipCapital, a privately owned, financially strong and developing Singaporean financial services company. PhillipCapital employs 3,500 people worldwide, with its major interests in Singapore, Hong Kong and other regions of the Far East. The development of London is an important element in PhillipCapital's global growth plan.

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