



## POWERING THE GOVERNED RANGE ROYAL LONDON ASSET MANAGEMENT

Royal London Asset Management (RLAM) is one of the UK's leading fund investment houses. Managing over £99.6bn\* of assets, they manage the underlying components of our Governed Range. But what makes RLAM so good at what they do and how does this benefit you?

\*as at 31/12/2016.

### WHO ARE RLAM?

RLAM was established in 1988 and since inception, has built a reputation as an innovative manager with exposure to a wide range of asset classes.

As our sister asset management company, RLAM manage the underlying components of our Governed Portfolios and Governed Retirement Income Portfolios as well as our internal fund range. What's more, tactical investment decisions are delegated by our Investment Advisory Committee (IAC) to Trevor Greetham, Head of Multi Asset at RLAM. This means we benefit from a robust strategy underpinning our in-house investment solutions which come at no extra cost.

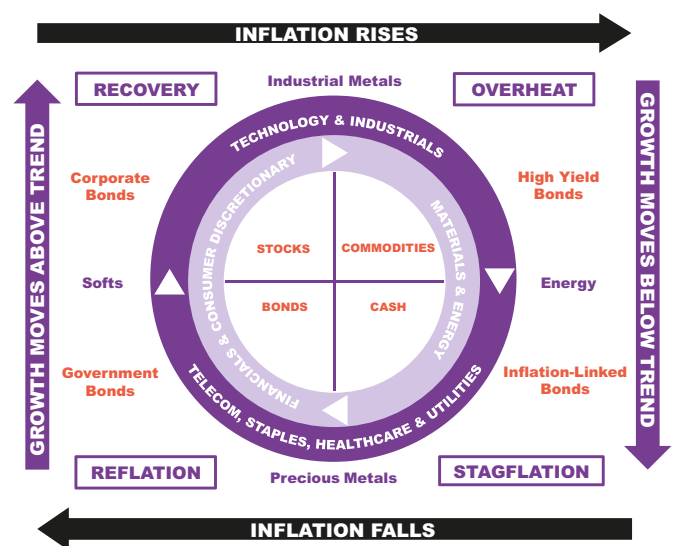
### ACTIVE MANAGEMENT AT THE HEART

Active management runs through the arteries at RLAM and this is highlighted the strongest in the tactical strategy which sits at the heart of its investment process.

Trevor Greetham joined RLAM from Fidelity where he was previously Asset Allocation Director. Trevor has over 20 years' experience in managing tactical strategies and uses this experience as well as expertise to add further value over and above the returns generated from the strategic asset allocations. As part of this strategy, Trevor uses various models such as the Investment Clock to help guide his investment decision-making.

### The Investment Clock

The Investment Clock links the performance of different types of investments to different stages of the economic cycle using data and past performance going back as far as 1973. It can help guide which asset classes to tactically invest in at different times, as well as influencing what sectors and regions should be invested in throughout the cycle.



### INVESTING ACROSS THE ASSET CLASS FRONTIER

#### Fixed Interest

RLAM's fixed interest team has developed a reputation as one of the UK's leading managers of government and credit bonds through changing economic conditions and business cycles gained from an average of 16 years' experience across the team that gives them an edge in a highly competitive market.

RLAM place strong emphasis on active management and carrying out their own research rather than relying on external credit rating agencies. Through a deep-rooted tradition of independent thinking and using their own analysis to uncover the best investment opportunities, RLAM are able to focus on value, rather than market momentum or benchmark weightings going where other investment houses wouldn't necessarily go.

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## Equities

RLAM offer a wide range of both active and passive equity funds focusing on a range of different sectors and geographical regions.

RLAM's active equity managers are encouraged to do what they do best: use their own, proven, management styles to add value. With an average of 19 years' investment experience across the active equity team, the managers use their extensive market knowledge to negotiate market volatility throughout the economic cycle and add value for clients.

RLAM also offer a range of tracker funds to complement the active equity range. RLAM's passive funds focus on large, liquid and mature markets that offer a cost effective solution to accessing these particular markets.

## Property

The RLP Property fund invests in UK commercial property across all major sectors and regions and is designed to perform well under a range of market conditions. Although all properties are located in the UK, RLAM aim to attract a broad geographical diversity of tenants.

RLAM's strategy is to acquire properties of suitable quality for the fund at optimum times in the market cycle, and to manage the property actively and effectively until selected sales can be made to take advantage of positive market conditions.

RLAM's property team is made up of 15 property professionals who are all qualified chartered surveyors and have an average of over 22 years' experience in the property market.

## BENEFITS FOR YOU

By choosing Royal London's Governed Range, you and your clients can also benefit from the following RLAM expertise:

- Award-winning actively managed investment capabilities at no extra cost.
- Regular investment market insight for professional advisers.
- Size and scale provides access to all major asset classes.



**Royal London**

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