

JM FINN

Investment | Wealth

Investment Management Service

Investment Strategies and Risk



What is risk?

Risk can mean different things to different people and one person's tolerance of risk, can be very different to the next person's. Understanding risk is a key aspect of managing an investment portfolio.

Like many other things in life, there is an element of risk in investing. Before getting started, it is important to be fully informed to ensure you know what you could potentially stand to gain, as well as what you could possibly lose.



Why does risk matter?

Understanding how long you could tolerate a downturn in the markets helps us understand how to invest your assets in order to meet your investment objectives. Knowing your capacity to bear a loss, even for a short while, tells us how much risk to take and helps you understand what level of return you could accept for that risk.



How do we assess your level of risk?

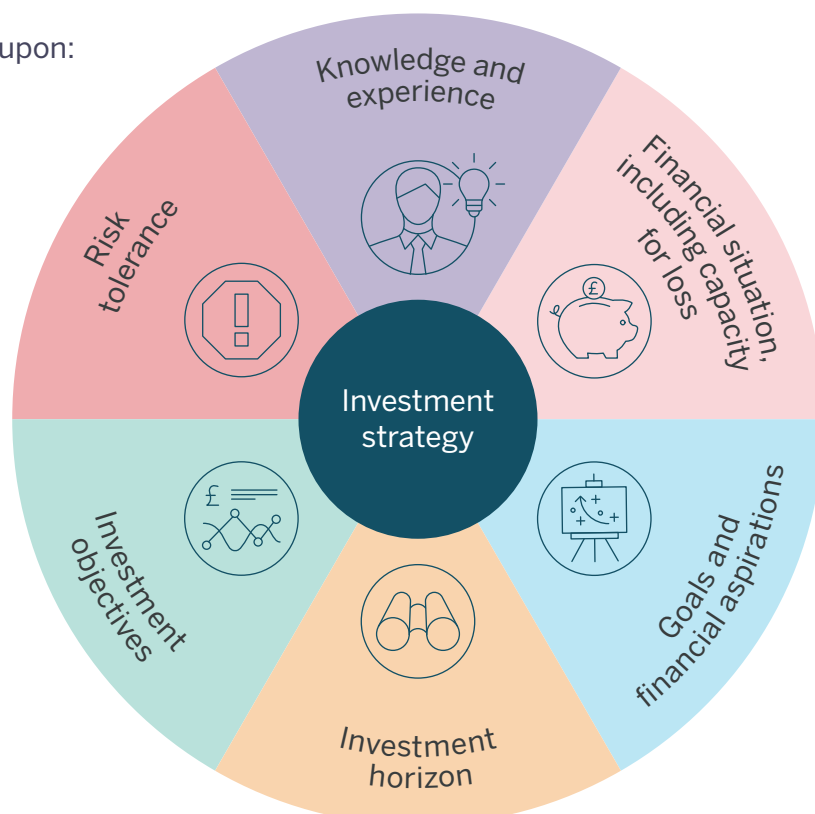
We set expectations, using forward looking assumptions of the performance of a range of investment strategies, by defining the exposure we have to 'risk assets', which we define as equities (company shares).

To understand your investment criteria we have partnered with a behavioural finance specialist called Oxford Risk who have developed a financial personality assessment. This can be defined as an investor's stable, long-term, reasoned willingness to accept the possibility of lower long-term outcomes for a greater chance of higher, long-term returns in the context of overall wealth.

The financial personality assessment consists of a series of questions which capture your risk tolerance and composure. The identified attitude to risk will then be used by us as part of a holistic suitability assessment in conjunction with your

individual financial circumstances, your capacity for loss and your knowledge and experience as well as your investment horizon, investment objectives and current financial situation to arrive at an agreed investment strategy.

Your investment strategy is based upon:









How do we manage your investments in line with your risk tolerances?

We offer a range of four risk strategies, which differ from each other by the amount of exposure they have to four core asset classes. Our primary measure of risk is determined by your portfolio's exposure to equity investments; generally, the more equity exposure, the higher the risk, and of course, the higher the potential for greater returns.

JM Finn's investment strategies

Portfolio risk level	Strategy name	Client risk tolerance	Exposure to company shares	Client capacity for loss	Typical time horizon (years)
02	Conservative 	Medium low	Moderate	Cautious investor able to suffer a degree of loss	5+
03	Moderate 	Medium	Significant	Able to tolerate temporary loss of capital	5+
04	Progressive 	Medium high	High	Able to tolerate higher risk of losing capital	5+
05	Adventurous 	High	High	Looking for capital growth with acceptance of a higher risk of capital loss	5+

The outcome of the risk assessment may not necessarily match a given strategy and further discussion with your investment manager may be required before a final investment strategy is agreed.

Our four strategies offer clearly defined asset allocations to help you understand what your agreed risk categorisation could deliver and the risks you would be exposed to. The four strategies are anchored to a long-term strategic asset allocation determined by the split across four asset classes.

- 1. Fixed Income:** these are instruments that generally pay fixed levels of interest and are split into two categories:
 - I. Sovereign debt, such as UK government debt, more commonly known as gilts; and
 - II. Corporate debt which is in the form of bonds issued by companies as a way of borrowing money from investors.
- 2. Equities:** equities are investments in company shares that are traded publicly on stock exchanges. The likely level of risk will depend upon many factors such as the size of the company, whether it makes money, the type of business it is in, its track record, its future projections and how easy its shares are to sell.
- 3. Diversifiers:** these are instruments designed to add diversification to a portfolio and deliver returns that are uncorrelated to the performance of stock or bonds. These can include investments into property, infrastructure or private equity, as well as commodities, such as gold; generally these are accessed via liquid, collective investment funds.
- 4. Cash:** we also hold a small proportion in cash for some risk strategies. Typically this will be in overnight deposits or via money market funds.

Understanding investment volatility

Volatility refers to the fluctuations in share prices and subsequent changes in the overall value of investor portfolios.

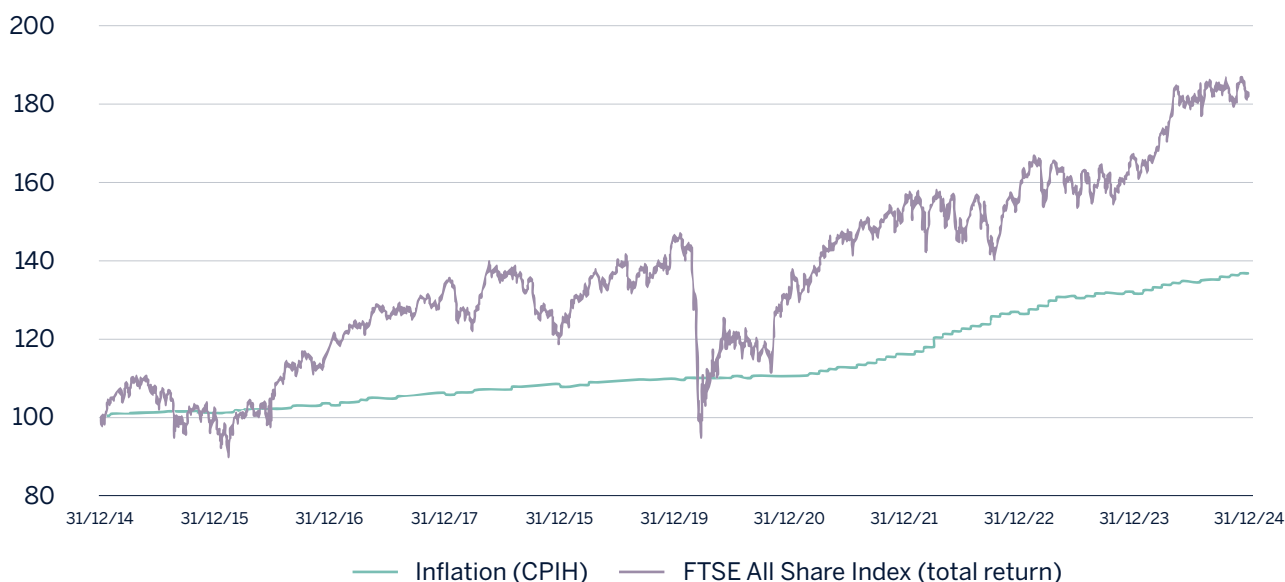
Share prices change on a daily basis, so in the short term there will naturally be gains and falls in their value. A 'high' volatility means a wider degree of variance in share and portfolio values over the short term, while 'low' volatility means that short-term values do not go up and down as much.

Over the long term, these short-term fluctuations in equities and portfolio values may typically even out into a pattern of growth overall.

The chart depicts the performance of the FTSE All Share over 10 years: despite all the periods of instability witnessed during this time, total returns have gone up over the period. This shows how important it is to remain invested over a longer time frame if possible – as this can enable investors to ride out short-term volatility.

📉 10 year returns of the FTSE All Share vs Inflation (2014 - 2024)

The chart shows the performance of each index rebased to 100 as at 31st December 2014.



Source: CPIH - Office for National Statistics, FTSE All Share - FactSet

Invariably, there will be unforeseen events that cause short-term dips in market performance – but capital is only actually lost if investors panic and sell their holdings. This can often be an instinctive psychological reaction to a dip in market performance, however having the fortitude not to react and to stay invested can yield capital growth over the long term.

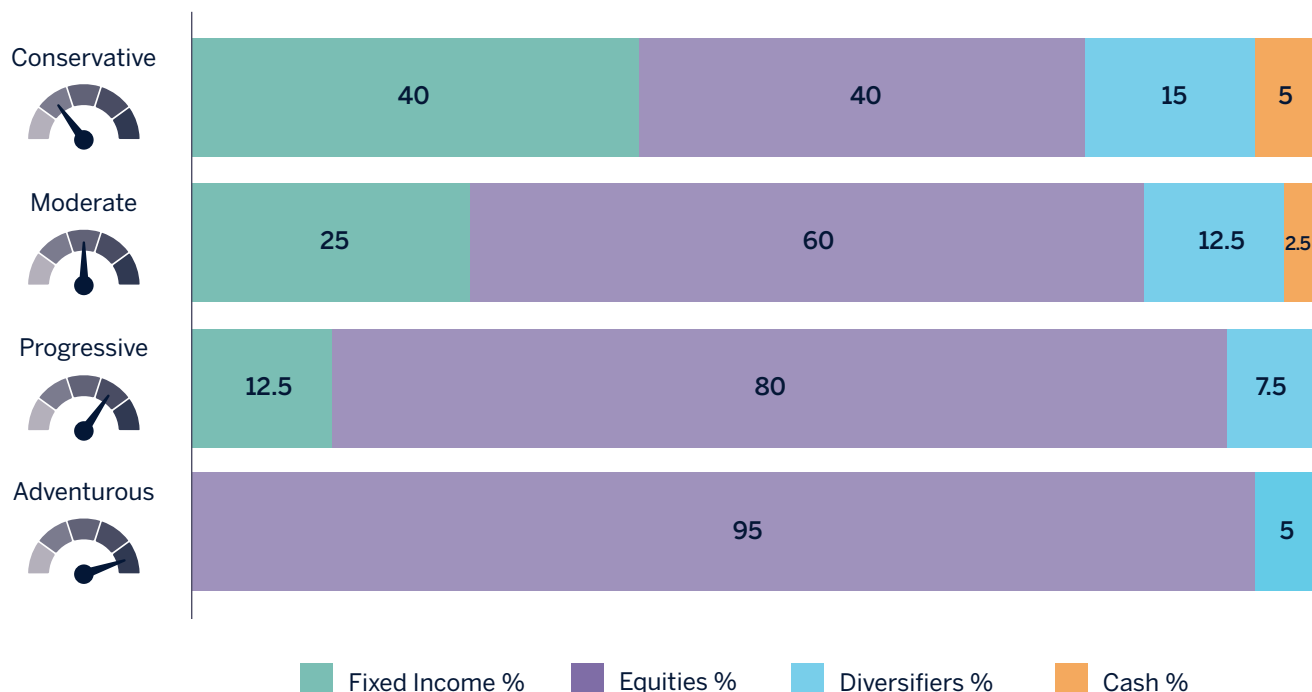
Understanding your individual capacity for loss can help you determine the level of risk you are comfortable with, and therefore the growth expectations for your wealth. We show the drawdown, or the largest cumulative loss experienced by the portfolio, and the length of time it took to recover this loss, which is designed to help you in your decision making when it comes to which risk strategy to adopt.

It should also be borne in mind that taking some degree of risk in investing can also be necessary to achieve growth in the long term – and that conversely, not taking enough risk can mean growth in a portfolio is not enough to outpace growth in inflation, leading to a loss in real terms over time.

Our investment strategies

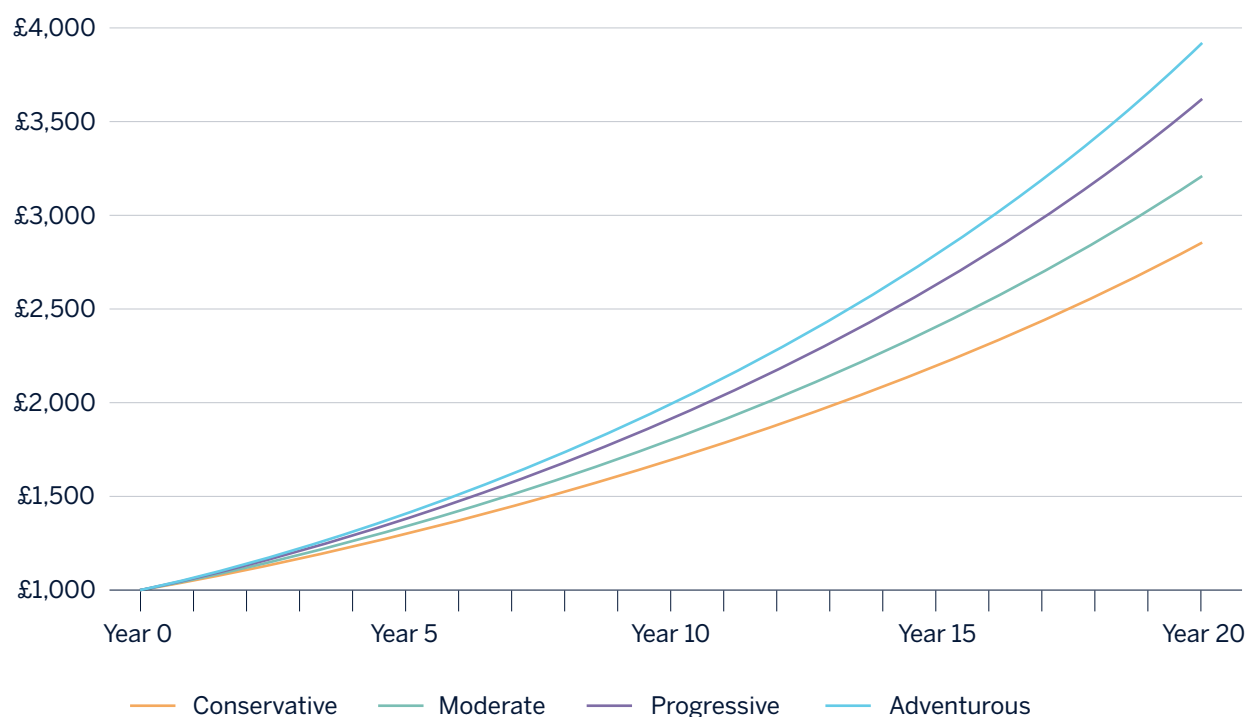
Our four strategies offer clearly defined asset allocations to help you understand the investment outcome you might expect based on the level of risk you take.

The graphics below detail the long-term Strategic Asset Allocation of our four strategies and the anticipated long-term performance of these strategies, given the asset allocation.



To understand the return profile of each strategy, we have made assumptions about the investment returns of each core component of the asset allocation to demonstrate how adjusting the equity portion of a portfolio, i.e. changing the level of risk, can affect the anticipated returns. The below chart details the long term return profile of each strategy and the following pages go into more detail, including a measure of maximum single loss, known as drawdown. In each chart, it is assumed that £1,000 is invested into each fund at year 0. For further information about the assumptions made and for definitions please see page 14.

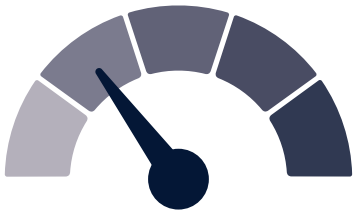
⬇ Illustrative long term performance



The above assumptions are not a reliable indicator of future performance. Market conditions - both positive and negative - have not been factored in to reflect the nature and risks of specific types of investment instruments within the portfolios.

YFS JM Finn Conservative portfolio

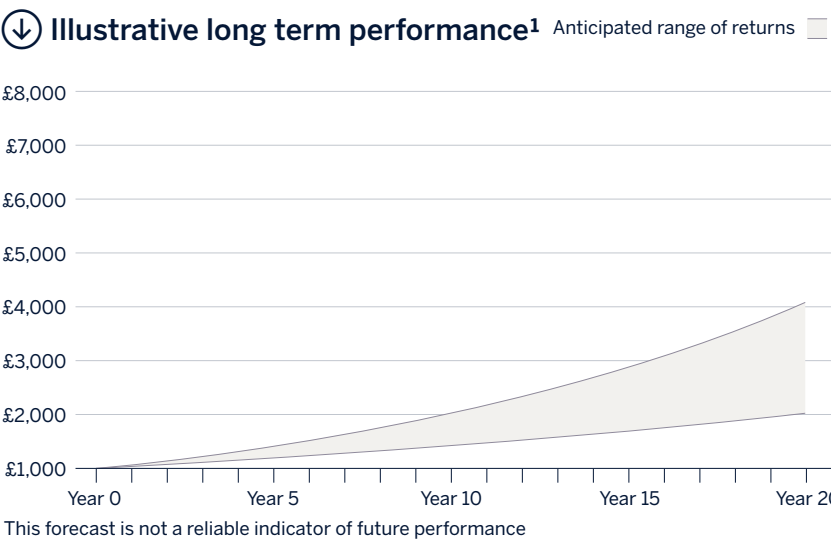
Investment strategy:
Conservative



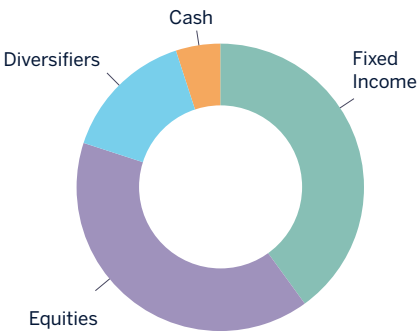
Investment Comparators

Relative	JMF Composite 2
Absolute	Inflation (CPIH)
Peer groups	ARC Cautious / ARC Balanced

With moderate exposure to equity investments this strategy represents low risk and can be suitable for investors looking for a return and willing to accept a degree of loss.

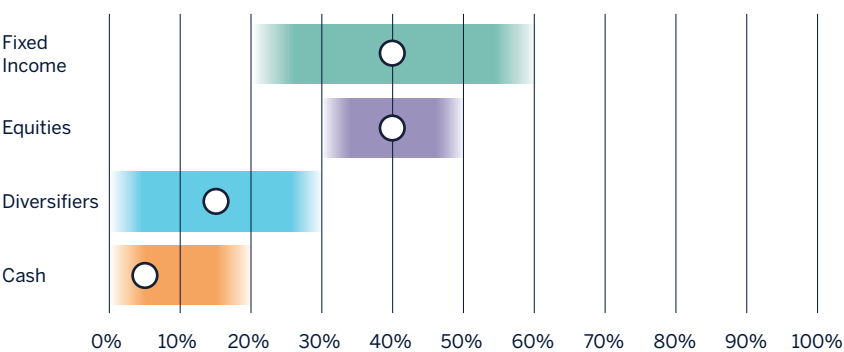


Strategic asset allocation



Indicative asset class ranges

Strategic asset allocation



Historic returns²

As at 31st December 2024

	1 year return	3 year return	5 year return	10 year return
Total return	5.20%	-2.31%	11.24%	43.23%
Annualised return	5.20%	-0.77%	2.15%	3.66%
Max drawdown ³	-2.81%	-17.24%	-23.06%	-23.06%
Time to recovery (months)	2	-	9	9

Important information:

Source: JM Finn. For information about illustrations and historic returns, please refer to page 14.

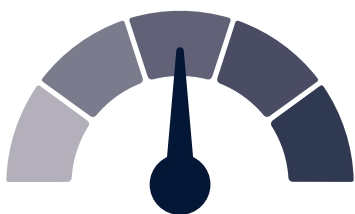
JM Finn have partnered with Yealand Fund Services, who are the Authorised Corporate Director of a newly created fund, the YFS JM Finn Portfolios, governed under the UK UCITS rules.

The value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested. Past performance is not a reliable guide to future returns.

YFS JM Finn Moderate portfolio

Investment strategy:

Moderate

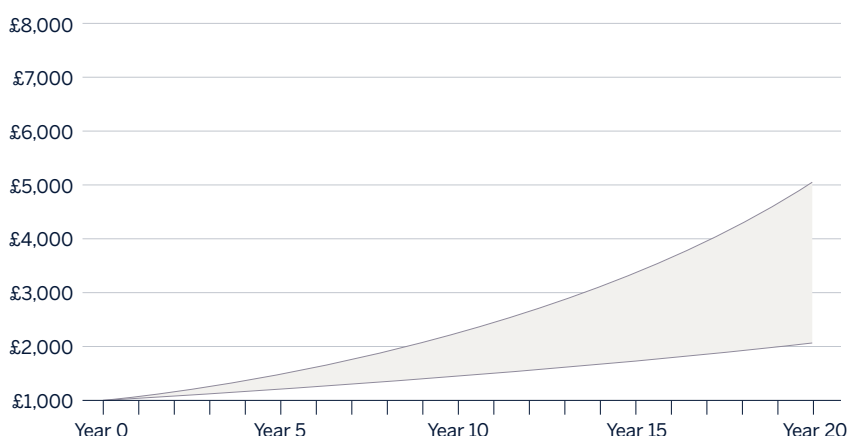


Investment Comparators

Relative	JMF Composite 3
Absolute	Inflation (CPIH)
Peer groups	ARC Balanced / ARC Steady Growth

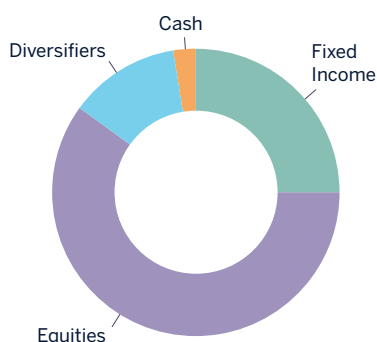
A higher and significant exposure to equities offers the potential for greater returns but places a higher level of risk on the investment. Clients in this strategy must be able to accept at least a temporary loss of capital.

Illustrative long term performance¹ Anticipated range of returns



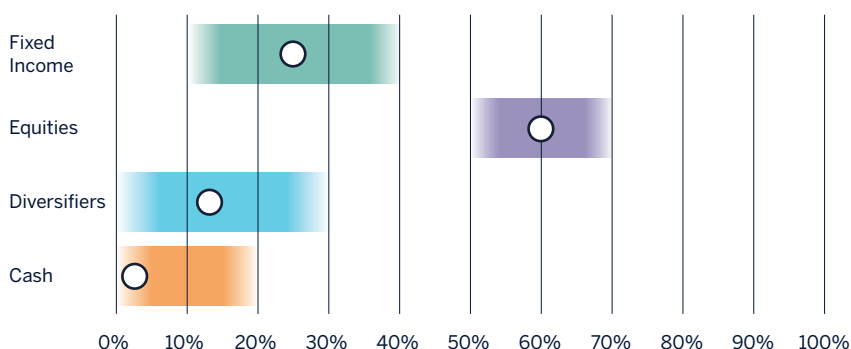
This forecast is not a reliable indicator of future performance

Strategic asset allocation



Indicative asset class ranges

Strategic asset allocation



Historic returns²

As at 31st December 2024

	1 year return	3 year return	5 year return	10 year return
Total return	7.70%	-1.96%	17.05%	56.40%
Annualised return	7.70%	-0.66%	3.20%	4.57%
Max drawdown ³	-3.38%	-19.08%	-23.58%	-23.58%
Time to recovery (months)	2	-	8	8

Important information:

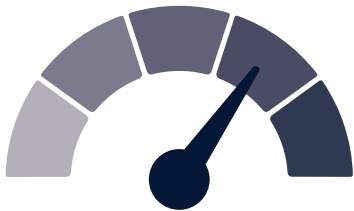
Source: JM Finn. For information about illustrations and historic returns, please refer to page 14.

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YFS JM Finn Progressive portfolio

Investment strategy:
Progressive

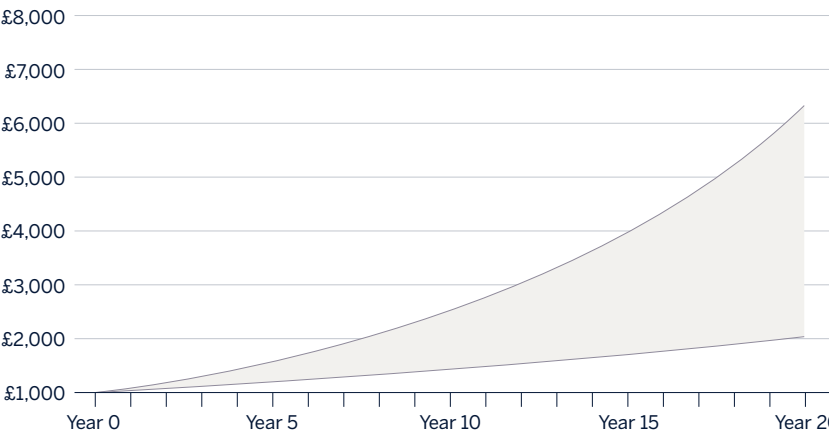


Investment Comparators

Relative	JMF Composite 4
Absolute	Inflation (CPIH)
Peer groups	ARC Steady Growth/ ARC Equity Risk

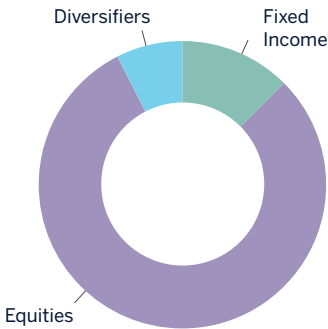
With an anticipated 80% of the portfolio invested in equities, this might be suitable for those investors looking to grow their assets but able to tolerate a higher risk of losing their capital.

Illustrative long term performance¹ Anticipated range of returns



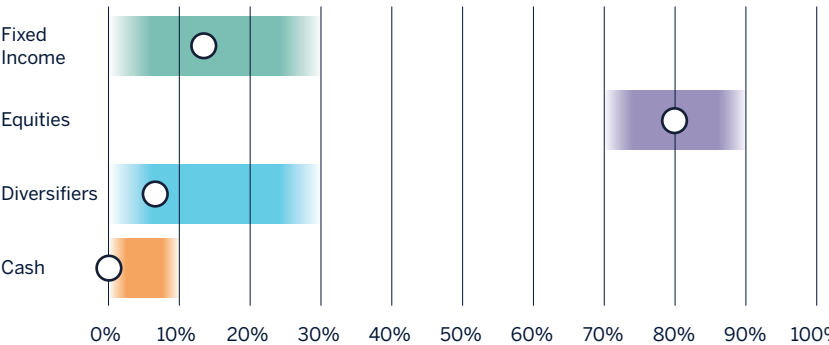
This forecast is not a reliable indicator of future performance

Strategic asset allocation



Indicative asset class ranges

Strategic asset allocation



Historic returns²

As at 31st December 2024

	1 year return	3 year return	5 year return	10 year return
Total return	9.63%	-0.82%	23.47%	72.85%
Annualised return	9.63%	-0.27%	4.31%	5.63%
Max drawdown ³	-4.48%	-20.18%	-25.75%	-25.75%
Time to recovery (months)	2	26	7	7

Important information:

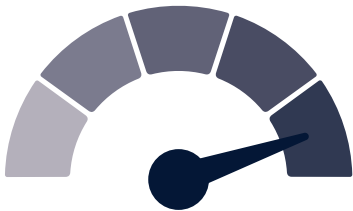
Source: JM Finn. For information about illustrations and historic returns, please refer to page 14.

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YFS JM Finn Adventurous portfolio

Investment strategy:
Adventurous



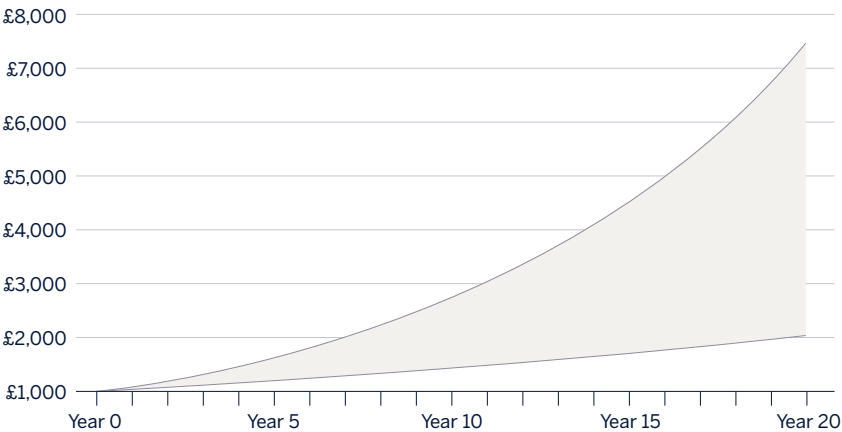
Investment Comparators

Relative	JMF Composite 5
Absolute	Inflation (CPIH)
Peer groups	ARC Equity Risk

This is the highest risk strategy, with almost all of the portfolio invested in equities. This can be suitable for long-term investors willing to accept a higher risk of capital loss in return for greater returns.

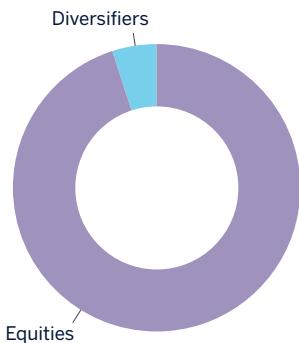
Illustrative long term performance

Anticipated range of returns



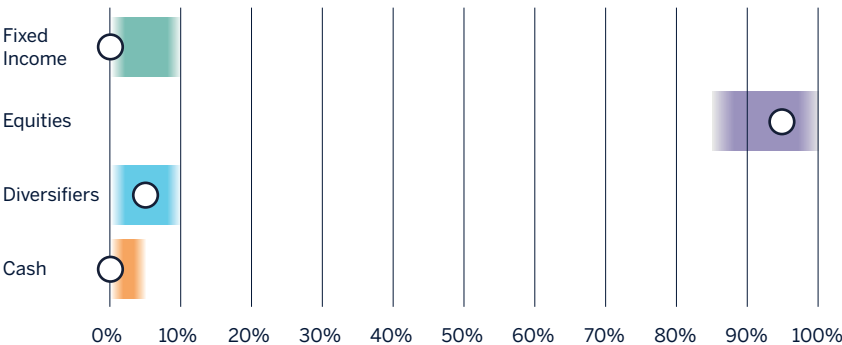
This forecast is not a reliable indicator of future performance

Strategic asset allocation



Indicative asset class ranges

Strategic asset allocation



Historic returns

The YFS JM Finn Adventurous Portfolio was launched on 28th April 2025, therefore no long-term returns data is available.

Important information:

Source: JM Finn. For more information about these illustrations, please refer to page 14.

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Understanding the illustrations and historic returns

1. To illustrate the potential long-term returns of each strategy, we have made the following assumptions:
 - For equity returns, we assume a gross annual return of 7.25%. This considers expected dividends and price gains, calculated based on price-earnings expectations.
 - For fixed income instruments, an expected gross annual return of 4.5% is assumed considering a return above expected inflation, as well as a premium for assuming credit risk.
 - For diversifiers we assume 4% and for cash 2%.
2. The YFS JM Finn Portfolios were launched in March 2025 (April 2025 for the Adventurous Portfolio). To show the historic returns, we have used the performance of the JM Finn Coleman Street Investment service portfolios. These portfolios are the foundations of the Investment Management Service portfolios, launched in 2013. The funds were moved onshore in February 2025 with assets being moved to the corresponding new fund, such that, for example, the CSI Growth fund assets were moved to the JM Finn Progressive portfolio, managed by the same team with the same investment process. Please note that this illustrative long-term performance is net of fees.
3. Drawdown is a measure of the largest cumulative loss that could theoretically be experienced by the fund between the highest point and the subsequent lowest point during the stated period. For example, the drawdown for the Progressive portfolio over the 3 year period was -20.18%. This means that the largest single fall in the value of the portfolio within this strategy was by this amount. The subsequent field in the table is “time to recover”. This details the number of months it took the portfolio to recover back to the original value, prior to the drawdown. This is useful as it helps investors understand their capacity for loss.

Please remember that the value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested. Past performance is not a reliable guide to future returns.

How can you compare our investment performance?

To help you measure the return on your investments, we have identified three comparators for each portfolio designed to provide a measure of absolute, relative and peer group comparisons.

1. Relative comparators

We have developed a series of comparator indices, which also act as the basis for our long-term strategic asset allocation. By partnering with Morningstar, one of the world's leading providers of data and research in financial markets, we have been able to develop an index by which each of our four portfolios can be measured.

2. Absolute comparators

Clients typically come to JM Finn to preserve and grow their wealth over the long term, which generally sees us trying to grow portfolios in excess of inflation, after costs. The absolute benchmark for the Conservative portfolio is the Morningstar Cash index, used as a proxy for the return on cash deposits. For the remaining portfolios we use CPIH as a proxy for inflation. This is the Consumer Price Index including occupiers' housing costs and is a common measure of the rate of inflation.

3. Peer group comparators

We use a peer group average to assess how the portfolios have performed compared to other investment managers. ARC (Asset Risk Consultants) are a consultancy firm that have developed a range of indices for both private clients and charities, that measure the returns of 'real life' portfolios from across our industry. They collate the data and outcomes from over 350,000 investment portfolios at more than 120 firms and are recognised as representative performance benchmarks in our industry.

Who our Investment Management Service is typically appropriate for

Our Investment Management Service is built around the discretionary management of portfolios and is typically suited to those who:

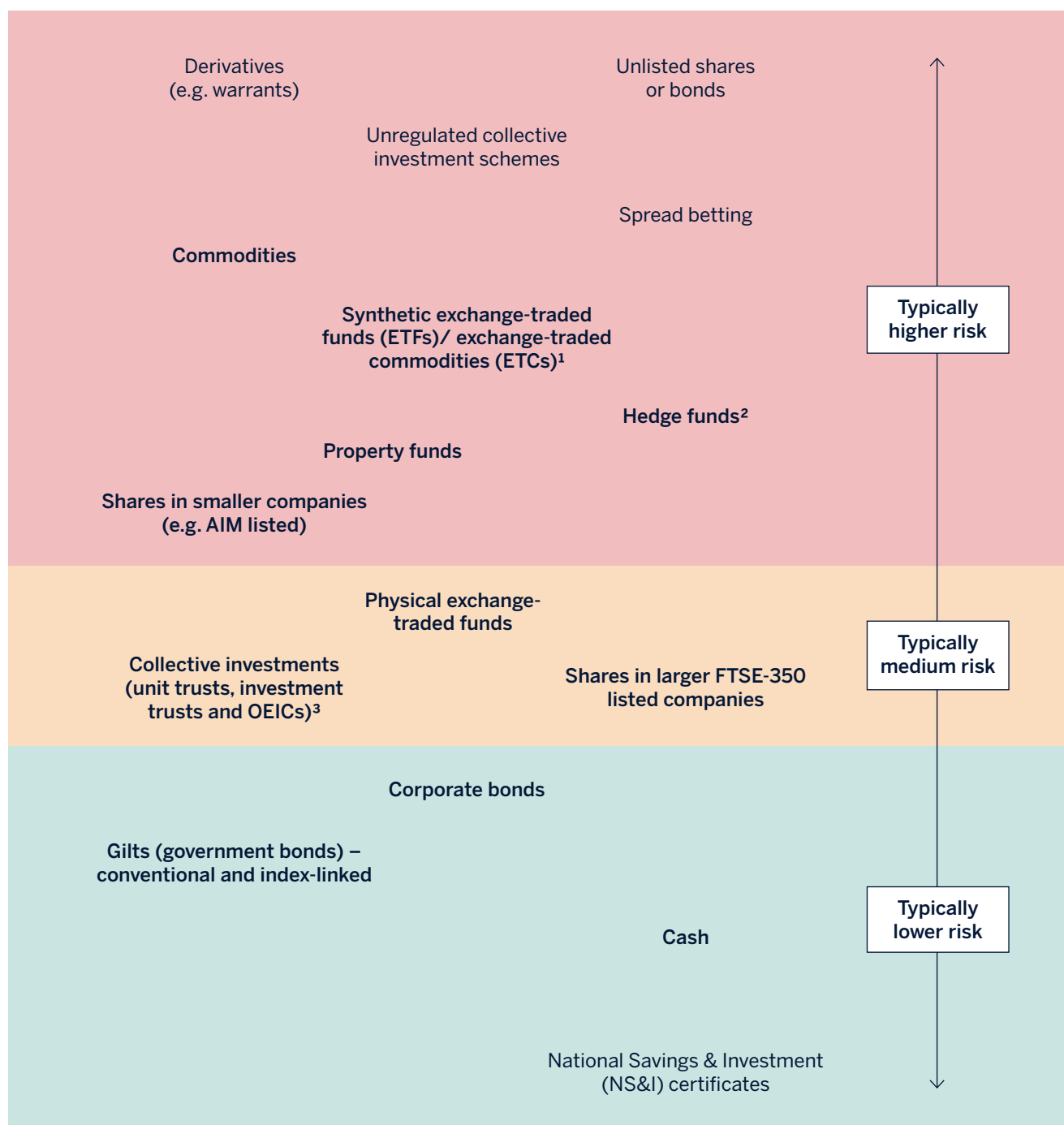
- Can remain invested for a medium to long-term period – typically a minimum of 5 years
- Are able to understand that investment valuations are subject to fluctuations – and that this means that withdrawing investments after a short time frame may well result in a loss of capital
- Have their priority financial needs met. For example, they do not need to reduce existing debt; have adequate access to liquid cash; have made adequate arrangements for core protection needs (including insurance and pension arrangements)
- Have capital they wish to invest and are willing and can afford to take some risk with
- Where a qualified financial adviser, or one of JM Finn's Wealth Planners, has recommended investing following appropriate suitability tests.

A word about short-term investing

Investment should not typically be considered as a short-term option. Stock markets fluctuate and can have a general downturn when even top-quality companies can experience a large fall in their share prices. If your investment time horizon is too short it may be that when you want to sell, it coincides with a drop in value of your investments, meaning that you could well lose some or all of the capital you originally invested. Remaining invested for the medium and long term can overcome short-term market volatility, allowing your investments to recover and grow. For some investors, taking a longer-term view of their investments generally means they may be able to afford to take more investment risk.

Investment risk of different asset classes

The following chart is intended as an illustrative guide only to the possible risk level of different types of assets. Note that JM Finn does not invest in all these asset classes.



Note: the actual risk of asset classes can vary. Some of the securities in this chart are deemed unsuitable for investment by JM Finn due to their complex nature. Assets that JM Finn invests in under in any circumstances are displayed in bold. For further detail on asset classes, please refer to JM Finn's Terms and Conditions.

¹ Due to their complex nature, JM Finn only permits investment in ETFs/ ETCs in very limited circumstances.

² JM Finn does not invest in illiquid hedge funds with infrequent redemption dates.

³ Some collective investment schemes are riskier than others – for example funds investing in emerging markets or smaller companies would be considered higher risk than those investing in large UK companies.

Please note: our investment advice is impartial but restricted

Our investment services are regarded as 'restricted advice' under the regulations. They are restricted because we do not advise or make investment management decisions in relation to certain types of assets such as structured products, unregulated collective investment schemes and synthetic exchange traded funds, which in general we consider unlikely to meet the investment needs of our clients.

Important Information

Investment involves risk. The investments discussed in this document may not be suitable for all investors.

The value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested. This document is for information purposes only and has no regard for the specific investment objectives, financial situation or needs of any specific investor.

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Beware of investment scams

To avoid becoming a victim, you should familiarise yourself with common investment scams. For more information on how to spot scams, particularly cybercrimes, please visit our website at www.jmfinn.com/cyber-crime-awareness.

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