

*The following paragraphs have been produced by Premier to help advisers prepare "Reasons Why" letters to send to their clients. The paragraphs below outline the key points which we believe highlight why your clients may wish to consider investing in the Premier Multi-Asset Distribution Fund. However, it is the responsibility of each adviser to ensure that any "Reasons Why" letter prepared for investors fully complies with all regulatory requirements and assesses the suitability of the Fund for the individual client. The information provided below does not constitute a recommendation, nor is it intended as investment or tax advice. This document should be used in conjunction with the relevant Simplified Prospectus where the Fund specific risks are outlined.*

### Corporate Overview

- Premier Asset Management, via its FSA authorised and regulated subsidiaries, designs and distributes innovative investment solutions to the UK intermediary market. Its products and services aim to meet the needs of the market place and are designed to help different types of risk-minded clients achieve their financial aims.
- A truly independent investment management company, Premier provides both retail and institutional investors with access to some of the most dynamic investment management skills available in the UK. Its strong reputation for fund management has attracted well-known and highly regarded UK fund managers over the years.
- Through its regulated subsidiaries and business partners, Premier manages a range of authorised UK and offshore funds, investment trusts and third party investment mandates and also provides bespoke discretionary management services for institutions, individuals and charities.

### What is the Premier Multi-Asset Growth Fund?

- The Premier Multi-Asset Growth Fund is, as the name suggests, a multi-asset fund, which is essentially the same as a fund of funds whereby it invests in other investment houses' funds rather than purchasing shares directly. However, in addition, a multi-asset fund has the added advantage of being able to invest in other assets such as equities or structured products and is not restricted to only investing in other funds.

### Why the Premier Multi-Asset Growth Fund?

- As a multi-asset fund, the Premier Multi-Asset Growth Fund is able to spread risk through a highly diversified portfolio of other well respected investment houses' funds, as well as other assets that the Fund Manager believes are suitable for the prevailing market conditions. These underlying funds cover a wide range of investments, including UK equities, international equities, bonds, property, cash and alternative investments. As such, it is a comprehensive fund that may be suitable as one of your core investments within a well-balanced investment portfolio.
- The Premier Multi-Asset Growth Fund is actively managed, meaning that professional fund managers will constantly review the portfolio of investments with the aim of ensuring it is ideally positioned for the prevailing market conditions whilst maintaining the risk profile within acceptable limits. These managers have access to information and research techniques that most investors do not have. The Fund Managers also look after the administration of buying and selling the underlying funds, which means that you don't have to.
- The Premier Multi-Asset Growth Fund sets out a clear objective of creating long-term capital growth. The Fund has a significant weighting in overseas equities, which puts it in a good position to benefit from the growth potential available from international stock markets.

### A Controlled Investment Process

In order to make sure that the Fund remains well diversified, the Fund operates a number of self-imposed investment restrictions. The aim of these restrictions is to reduce risk in the portfolio by maintaining diversity.

The restrictions are as follows:

1. **Asset Allocation:** The Fund has pre-determined maximums and minimums in terms of what proportion of the Fund can be invested in any one asset class or investment-fund sector. It is the manager's job to make sure that the portfolio stays within these limits.

2. **Investment Groups:** No more than 15% of the Fund can be invested with any one fund management group. This means that, at the very least, there are six separate fund management groups within the portfolio at any one time. In addition to this, the Fund is not permitted to invest in any funds run by Premier Asset Management – this helps to ensure that no conflicts of interest arise.
3. **Underlying Funds:** The Fund holds no more than 5% of its total value in any one fund. By sticking to these limits, the Fund Managers are automatically required to hold at least 20 separate funds within the portfolio.

Strictly abiding by these controls creates a useful discipline for the Fund Managers, as it naturally requires that the Fund's portfolio is regularly rebalanced to keep it within the limits. This means that the Fund Manager is automatically required to take profits from an underlying holding when it is performing well so that it does not breach the 5% maximum.

### Who Manages the Premier Multi-Asset Growth Fund?

- The Fund is managed by a four-strong team using a proven, clearly-defined investment process. This helps to ensure consistency should one of the Fund Managers leave Premier. The team is headed up by Investment Director, Pooled Funds, David Hambidge, who has been with Premier since 1987. David has been involved with Funds of Funds since 1995, making him one of the most experienced fund of funds managers in the industry.

### Ways to Invest

- You can invest into the Premier Multi-Asset Growth Fund for as little as £1,000.
- You can also invest into the Fund through the exclusive Premier Select Portfolio which offers a number of additional investment benefits (minimum investment £20,000)
- You can transfer any existing ISA into the Premier Multi-Asset Growth Fund and retain your tax advantages.
- You can invest through an ISA to help safeguard your gains and income from tax and maximise tax-free investment.
- You have the flexibility to buy and sell shares in the Fund whenever you wish

### Regular Updates

- You can obtain valuations on your Fund whenever you wish, so that you can always feel in control of your investment.
- Each month, a new factsheet for the Fund is published on the Premier website, [www.premierassetmanagement.co.uk](http://www.premierassetmanagement.co.uk), which provides all of the information you might need for an up-to-date snapshot as to what the Fund is currently invested in, how it has performed, as well as an insightful commentary from the Fund Manager, discussing the state of the markets and outlook for the Fund.
- Every six months you will receive a detailed valuation in addition to a Manager's report and accounts which provides further information to allow you to make an informed judgement as to how your Fund has performed over the period.
- Daily prices for the Fund are available from a number of sources, including the Premier website, [www.premierassetmanagement.co.uk](http://www.premierassetmanagement.co.uk), the Financial Times, or the industry's trade association (The IMA) website [www.investmentuk.org](http://www.investmentuk.org).

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