

## Omnis Investments – the external view

Omnis Investments commissioned independent investment research firm Fundhouse to review its funds range and performance. Its key findings were:

### ✓ How do we compare to others?

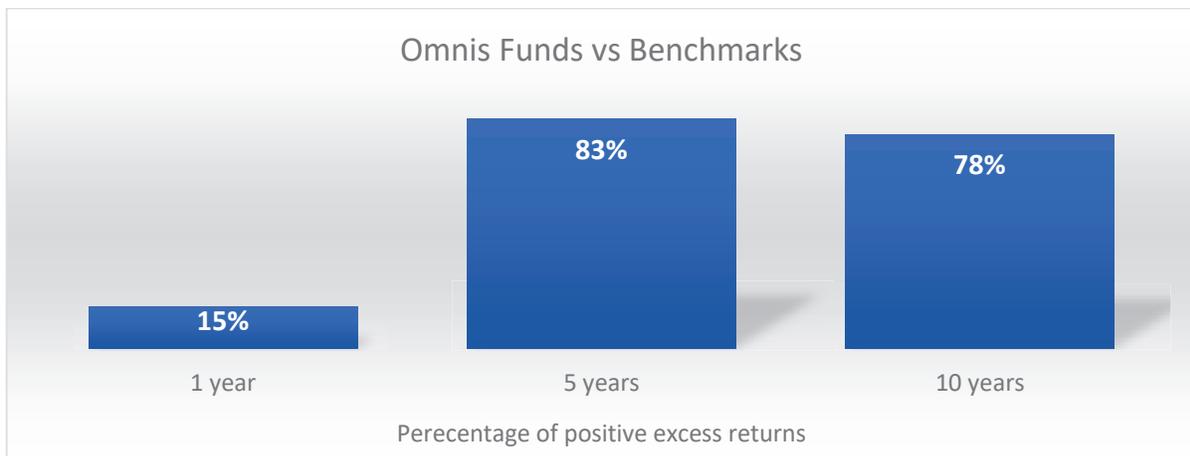
We are the right size which means that we can get exceptional deals with fund managers across the globe and make sure that you get access to the most appropriate funds. But, equally, we're small enough to remain focused and for our fund manager selections to make a big difference for our investors.

### ✓ Strong decision making

We have our Investment Committee and Board who are supported by knowledgeable and experienced non-executive members. Between them they ensure that the appropriate decisions are made so we can provide the best offering to you. We also employ the independent expertise of research and analysis firms including Fundhouse (who has provided this review).

### ✓ Funds are well positioned for medium to long-term growth

Our funds and portfolios are designed for investors seeking medium to long-term growth. Naturally, we are not immune to the falls seen in global markets during 2018, however the performance of Omnis fund managers over the medium to long-term has been strong overall. This is shown in the chart below which illustrates how the Omnis funds have performed when compared to benchmark funds. Benchmark funds were used because they are designed to track the performance of a particular market sector and so it's possible to match a benchmark fund against each of the Omnis funds to make a fair comparison.



Source: Fundhouse, Fund Managers, Thompson Reuters.

Whilst there can be no guarantees of future performance when investing, Fundhouse's evaluation of the Omnis fund managers points to their strong performance over the medium to longer-term and this gives them confidence that the funds are well positioned for future growth.

## Thinking like a Black Friday investor

When it comes to spending money, most of us love a good bargain. We just have to think about Black Friday and how lower prices draw in more customers. Conversely, when funds or shares drop in price, for many people, the inclination is to sell them and when they increase in price, the temptation is to want to buy more – the opposite of Black Friday behaviour.

Analysis has shown that investors who have bought into a fund when it's increasing in value but have sold it when they experience a drop in value have, on average, ended up underperforming the fund they invested in because of this. In fact, the effect is substantial – often a few percent a year of loss, versus the return of the fund.\*

## How Fundhouse supports Omnis

- Fundhouse supports our Investment Team by **independently monitoring each of the Omnis funds**. This includes weekly calls and frequent meetings with each of the fund managers – that's over 60 face-to-face meetings in 2018. This ensures each fund manager's investment decisions continue to be aligned to the objectives of the fund and, crucially, continue to offer added value to our investors.
- **Researching potential new fund managers** – again, this meant carrying out over 60 evaluations in 2018 - to ensure Omnis continues to offer investors access to some of the best performing managers, over the longer-term.
- As **participants in our Investment Committee**, providing detailed reports and analysis to aid decision-making.

## Summary

You can be confident that:

- ✓ **By investing with Omnis, you have access to hand-picked fund managers with a strong track record**
- ✓ **The performance of our fund managers over the medium to long term has been strong. We are not immune to market falls but over the medium to long term, we have a strong track record**
- ✓ **At the heart of our approach is a robust investment management process underpinned by the knowledge that we never forget it's your money that we are managing. Our investment decisions are always aligned to this core principle**

**FUNDHOUSE** investment clarity Fundhouse is an independent, owner-managed and multi-award winning investment research & analysis firm.

\* Source: *Quantitative Analysis of Investor Behavior 2016, DALBAR Inc.*

---

The document is for informational purposes only and is not investment advice. We recommend you discuss any investment decisions with your Openwork financial adviser. Omnis is unable to provide investment advice.

The value of your investment and any income from it can fall as well as rise and you may not get back the original amount invested. Past performance is not a guide to future performance.

Omnis Investments Limited is authorised and regulated by the Financial Conduct Authority, 12 Endeavour Square, London E20 1JN. Registered in England and Wales under registration number 06582314. Registered Office, Washington House, Lydiard Fields, Swindon, SN5 8UB.