

# bright ideas

Third in our series of articles introducing the Authorised Custodians available on the Old Mutual International Investment Portfolio panel, [Roy Ettlinger](#), CEO of Credo Capital plc, explains the company's philosophies and investment policies.



**T**he Credo Group is 14 years old – and behaves in a similar way to my 14 year old son – old enough to know what it is doing but young enough to have new ideas.

Established as an independently owned wealth management group by South Africans living in the UK, Credo provides financial services to private and institutional clients.

Based in London, over the past 14 years we have grown into a multi-national business with offices in Switzerland, South Africa, Bermuda and the British Virgin Islands. We also have a presence in New Zealand, Australia and Luxembourg. At the

time of writing, the group has assets under administration in excess of £1.1bn and employs over 70 people worldwide.

Credo Capital plc is authorised and regulated by the Financial Services Authority in the UK and is a member of the London Stock Exchange. It is also approved as a Financial Services Provider by the Financial Services Board of South Africa.

While always remaining focused on preserving and growing clients' wealth, we offer them the following investment mandates:

- **Execution Only**  
Clients make their own investment decisions. We act only on their instructions.



- **Advisory Dealing**

Clients manage their own portfolio with supplementary expert advice. We provide investment advice on a transaction by transaction basis, but they ultimately make the decision.

- **Advisory Managed**

Clients co-manage their investments with us. We provide investment advice on the entire portfolio but act only on their instructions.

- **Discretionary**

Clients give us full discretion to manage their investments on their behalf within mutually agreed parameters.

Whatever mandate they chose they will have a personal relationship manager at Credo who understands their return target and risk tolerance, and can tailor their portfolio and the opportunities shown to them, to meet their needs.

The Credo Multi-Asset Portfolios give discretionary clients instant access to a wide variety of asset classes including Equities, Fixed Income and Commodities in the form of underlying funds and ETF's.

We also manage discretionary portfolios with direct exposure to global equities and corporate bonds in the form of managed accounts:

- The **Credo Best Ideas Portfolio** provides exposure to global equities spread across approximately 20 countries. As such, it provides the dual

benefits of healthy diversification across geographies as well as industries whilst remaining relatively concentrated. We follow a value-based approach and invest for the longer term (we therefore do not trade very often). We further focus on aspects such as dividend yield as well as transaction costs.

- The **Credo Income Plus Portfolios** provide income generating solutions focussing on the corporate bond market (spread across different risk categories). This product has performed particularly well for clients over the last few years, specifically in this low interest rate environment.

We believe that knowledge is key and therefore we have developed an in-house reporting system, MyCredo: a secure, seamless online reporting tool which is accessible anywhere via the web. It consolidates, reconciles and reports all the clients' assets with Credo across different asset classes, custodians and currencies. Clients can also access MyCredo and monitor their portfolios on the go by downloading the App for iPhone and iPad. Please note, Investment Portfolio clients can only access this service providing Old Mutual Isle of Man has granted permission. ●●

Now that you know a bit about us, we look forward to working with you via the Old Mutual International Investment Portfolio.