

CREDO



WEALTH PLATFORM

ENABLING YOUR BUSINESS

A photograph of a business meeting. In the foreground, a hand holds a tablet displaying a bar chart and a pie chart. To the right, another hand holds a white pen over a document. In the background, a third person holds a tablet showing a line graph and a pie chart. On the table, there are several documents with charts and a clipboard. The text "Invest globally without restrictions" is overlaid on the left side of the image.

Invest globally
without restrictions



Wealth Platform

A holistic, digital gateway to the global investment universe

More than just Funds, Credo also offers Financial Intermediaries whole of market access to global Equities, Bonds, Investment Trusts and ETFs. Manage your investors' portfolios and your own positions effectively with portfolio modelling, trade execution and global custody services. We will go the extra mile with investor reporting that can be white-labelled, helping you to grow your business and giving your investors a seamless investment experience.



Work with a partner, not simply a product provider

Established in 1998, Credo is a privately owned, independent wealth management services business, head officed in the United Kingdom.

Credo is authorised and regulated by the Financial Conduct Authority in the United Kingdom, the Financial Sector Conduct Authority in South Africa and a member of the London Stock Exchange. Credo provides services to Financial Intermediaries (Wealth Managers, Financial Advisory firms and Family Offices) as well as directly to Private Clients.

Partnering with Financial Intermediaries forms one of the key pillars of the Credo business. We do not simply provide products but rather an ecosystem built around Financial Intermediaries. Holistic and technology enabled.



Considering how to effectively manage multiple portfolios?

The Portfolio Modelling functionality will take it one step further

Embedded in the Credo Platform is sophisticated portfolio modelling technology. The management of model portfolios has never been easier with Dynamic and Static modelling functionality.

A model portfolio can be set up on the platform with an allocation to any available instrument from listed securities, ETFs and Funds to name but a few. The naming convention entirely at the Intermediary's discretion with an accompanying benchmark, composite or discrete. Similarly, decide upfront the model's tolerances with a drift analysis to easily identify the impact of market and component movements.

Once set up, multiple portfolios can be allocated to the model with straight through trading to rebalance from an investor's existing holdings or cash.

Adjusting the model is equally simple and can be done either as a complete rebalance, a partial rebalance or simply a switch of a single holding. There is also the ability to raise cash from models, exclude certain portfolios whether to mitigate tax, or adherence with an investor's personal plan. This does not require you to complete a form or call someone. Intuitive and built around you making your life easier.



A single platform for all investors

The Credo Platform is exactly that

We recognise the importance of wrappers for certain investors. Credo is proud of our partnerships with several of the leading wrapper providers. For our United Kingdom Financial Intermediaries, Credo has established strategic partnerships with several SIPP, SSAS, Offshore Bonds and QROPs providers including InvestAcc, Nucleus, AJ Bell, Utmost International, Canada Life and Sovereign International.

A single platform yet with deep personalisation ensuring your needs and those of investors are kept front and centre.



Think Global

The Credo Platform offers you the ability to trade across multiple jurisdictions and in multiple currencies.

Additionally, we offer 14 currencies to choose from when reporting to investors. Using the platform's seamless and integrated technology, the reporting currency can be dynamically changed to ensure you are not bogged down with administration.



Safety of client assets

Many investors take for granted that their investments are safe and secure. This is something Credo takes very seriously, and we have consistently, over the past 20 years, focused on providing investors with a safe, robust and secure environment in which to hold their assets. Global custody on the Credo Platform is provided by Pershing.

Pershing is part of BNY, the world's largest custodian and AA rated bank, with a long history of expertise and experience in custody services. Although there are no zero risk options within the financial services industry, our custodian, Pershing, takes the approach of providing the maximum number of protections available to investors providing the greatest possible assurance.

Pershing's focus as a business is ensuring the safety of investors' assets. They have no competing priorities, it's the only thing they do and we believe they are the best at what they do. Pershing provides a safe, robust service for holding and protecting investors' assets. They operate from a very strong capital position, they have proven expertise in the safeguarding of investors' assets and have a well-developed and holistic risk management framework. You can elect to custody investors' either in the United Kingdom, or in the Channel Islands. A single platform that caters for multiple needs.



Enhance the investor experience

With over 25 reports available 24/7, the Credo Platform ensures you can guide and report to investors every step of the way. Every conceivable piece of information is available, including in-depth performance reporting whether your preference be money weighted or time weighted. With the option to include a benchmark with returns displayed graphically or in the form of tabulated data for the more sophisticated investor.

The Credo Platform takes convenience one step further with the scheduling tool.

What does this mean? You can quickly and easily schedule any report to be automatically sent to investors according to your specified time intervals. You don't need to set a reminder or even push a button. We also recognise the importance of your brand. As such, all reporting can be white-labelled, enabling your business and ensuring you remain front and centre of your success.

This white-labelling can be extended to the Investor Portal. This portal allows investors to view their portfolio on demand in a secure and verifiable manner embedded in your own web site. Lastly, where you make use of a third-party systems, Credo can provide data via our Data Service.

Functionality integrated into a single platform

Technology Solutions

MyCredo Pro (professional manager), MyCredo Invest (white-labelled Investor Portal with optional execution only trading), Data Service (API interface solutions to third party systems)

Multi-Asset Class

Access to global Equities, Fixed Income, ETFs, Investment Trusts, whole of market Funds and Hedge Funds

Multi-Currency

Support investors' currency preferences where cash management and performance reporting are reflected in the investors' currency of choice. 14 currencies supported

Multi-Custodian

Access is also provided to both United Kingdom Custodian and offshore Channel Island Custodian

Cash Management

Client money is managed in the investors' currency of choice

Lending

Ability for investors to borrow against the market value of qualified securities for investment, personal or business reasons





Trading

Member of the London Stock Exchange, highly sophisticated and near real-time trading and execution system providing access to over 60 global markets, including placings. Pre-trade compliance rules and monitoring

Advanced Portfolio Modelling Software

Dynamic and Static modelling available, allowing user defined model tolerances, drift analysis and automated/bulk rebalancing

Financial Management Tools

Client relationship management, white-labelled investor reporting and tax reporting

Scheduling Tool

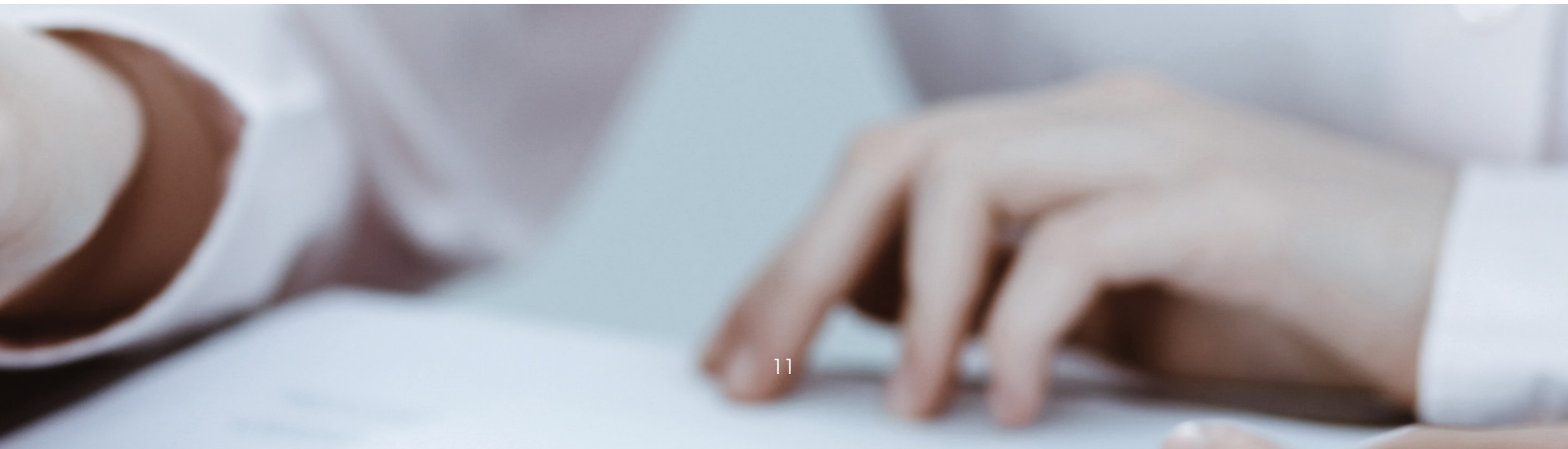
Automatically generate and electronically distribute any of the 25 white-labelled investor reports

UK Product Wraps

Leverage Credo as ISA and JISA manager. Access a network of wrapper providers, including SIPP, SSAS, Onshore Bonds, Offshore Bonds, QROPS and QNUPS

SA Product Wraps

Endowments, Offshore Trusts and Fiduciary Services





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