



# AWARD-WINNING STRATEGIES YOU CAN TRUST



United Advisers are proud to partner with Purple Strategic Capital (Purple), an **INDEPENDENT** investment specialist created to provide tailored, sophisticated investment and risk management strategies.

## Purple Results

Purple have considerable industry recognition and help their clients win awards. With **£4 billion client assets under influence** and a **proven track record**, producing award-winning investment solutions, Purple empower us to deliver our clients' investment needs.

## What this means for you

An **award-winning team** support us to look after your investments. You can relax knowing we tend to your investments within a **tightly controlled and regulated environment**, designed to provide a **disciplined approach** to generating **investment returns in a risk managed environment**.

## Purple Approach

Purple have developed **proprietary investment techniques** based on **advanced, technical and proven institutional research tools**. One is called **Quantimental™**, a detailed process, fine-tuned over many years to minimise human bias in decision-making. It is designed to **increase the efficiency and effectiveness** of the investment process from start to finish.

## What this means for you

Peace of mind, and confidence that we look after your **investments in a disciplined, professional way**, using the best techniques available.

## Purple People

Purple bring **depth, knowledge and experience** to our clients' propositions, delivering institutional **capability, clarity, continuity and transparency**.

Purple's team of professionals:

- are **specialists in their fields** of finance, investments, business and technology.
- are **highly qualified**.
- have a wealth of experience and knowledge with over **300+ years cumulative industry experience**.

## What this means for you

Thanks to our partnership we can bring **institutional style quality research** to our clients. You have the opportunity to see your **goals realised through results** delivered as a **total investment solution**.

## Purple Recognition

Enterprise Awards Finalist - 2017 - Symon Stickney CEO  
LSE Elite Program - 2017  
City Wealth Leaders List Recommended - 2016

## Purple Clients' Awards

Best Absolute Return - 2013 & 2014  
Best Cautious Portfolio - 2013 & 2014  
Investment Advisor of the Year - 2014