

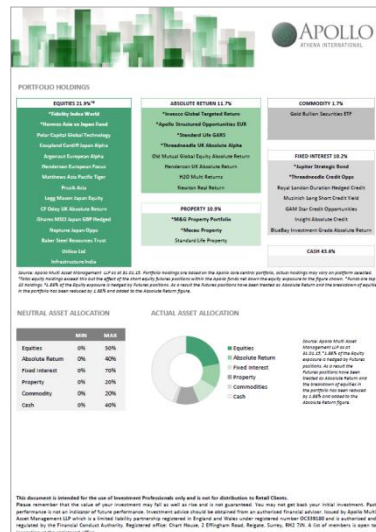
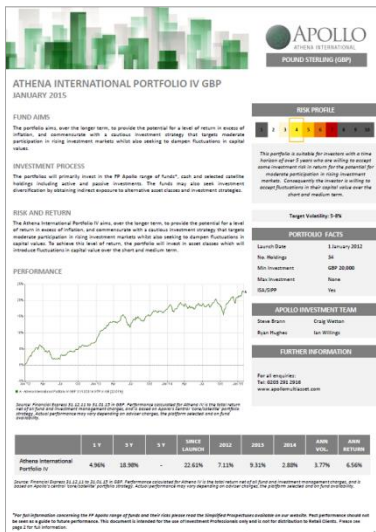
WHY CHOOSE APOLLO'S ATHENA INTERNATIONAL PORTFOLIOS

ATHENA INTERNATIONAL PORTFOLIOS – AN INTRODUCTION

The Athena International Portfolios consist of a range of actively managed investment portfolios designed to suit a wide variety of clients and risk appetites. Investment in an Athena Portfolio can provide your client with access to a carefully researched blend of differing investments which typically includes c.30-45 underlying holdings, which in turn may provide exposure to hundreds of individual investment ideas and themes, through our use of pooled and collective investments.

This proposition has been deliberately established to follow a modern and efficient structure that provides liquid, highly diversified, daily managed and globally focused portfolios. These portfolios are scalable and allow the provision of a clear and transparent charging structure. Apollo believes that the Athena Portfolios offer your clients an efficient, innovative, well resourced, true global multi asset investment solution.

WHAT MAKES ATHENA DIFFERENT TO THE MORE TRADITIONAL APPROACH?



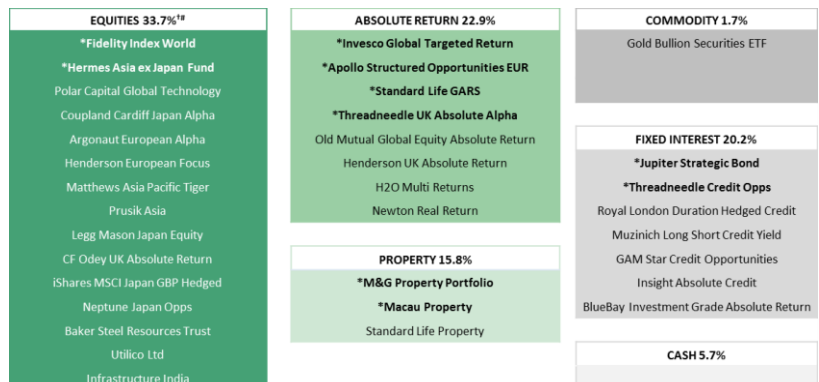
Traditionally, discretionary fund management (DFM) has been the preserve of the wealthy, with many investment managers only accepting clients with assets in excess of £100,000 or even £250,000. This has typically been due to the many additional costs associated with running individual portfolios, such as transaction, dealing, administration and custody costs as well as the minimums imposed on investors to enter specific underlying funds when held individually.

As a result of what we saw as the limitations, Apollo launched the Athena range of portfolios at the end of 2011 ahead of the significant changes brought about by the Retail Distribution Review (RDR) in the UK. Taking what we felt were the restrictions in turn, we created a modern version of the discretionary fund management service that not only improved the 'traditional' method but then also opened the it up to clients with much smaller amounts to invest.

Our high quality literature provides full transparency of holdings

THE INNOVATIVE STRUCTURE OF THE ATHENA PORTFOLIOS

The Athena portfolios invest 60% of clients' assets in a blend of the Apollo Multi Asset funds, while the remaining 40% is invested into carefully selected satellites. These satellites are intended to be high quality, lower cost, long term holdings which, while monitored constantly, should be traded relatively infrequently, thereby reducing trading costs. Each Apollo Multi Asset fund within your client's portfolio is domiciled in the UK, regulated by the FCA and is highly liquid in terms of its underlying holdings and very well diversified across asset class, region and theme.



Example of Athena International portfolio holdings

THE KEY BENEFITS OF USING THE ATHENA INTERNATIONAL PORTFOLIOS:

Diversification. We believe that the structure of the Athena range allows for much greater diversification than traditional DFM solutions. Each Apollo Multi Asset fund held within your client's portfolio has exposure to many underlying individual holdings, investing across different asset classes such as equities, fixed interest, property, currency and cash. In turn these underlying holdings within the Apollo Funds are themselves collective investments, giving a further level of diversification across multiple investment themes and strategies.

Active, daily management. Within these increasingly complex financial markets, we strongly believe that it has never been more important for investors to have the flexibility to react quickly to events and make changes to portfolios. We do not therefore feel that your client's portfolio should be limited to trading only at set points, such as monthly or quarterly. As the majority of an Athena portfolio is invested within the blend of Apollo Multi Asset funds, your client benefits from daily monitoring and active management of their portfolio.

Access to best of breed managers possibly not otherwise available. At Apollo we strive to find the best investment managers for a particular asset class, region or theme. As many of these managers limit the amount of assets they typically want to manage, some of what we consider the best funds are not always made widely available. As a result, holding these funds within the Apollo funds allows your clients to access best of breed managers or funds that are closed to new investors.

Potential for much lower dealing costs. Your clients will benefit from fee-free changes being made to their portfolio within the Apollo funds. This therefore avoids the additional cost of dealing individually held funds within the bond. With the majority of the client's portfolios held within the Apollo Multi Asset funds we can make changes without additional transaction costs.

Ability to react quickly, taking advantage of short term opportunities or protecting assets against dramatic falls. The Apollo funds are very nimble, managed on a daily basis and we can therefore make changes instantly without being constrained by the typical set dealing points associated with traditional DFM portfolios.

Low minimums. Use of the Apollo funds allows Athena to accept DFM clients from as little as £20,000 without compromising portfolio returns. Additionally, all of your clients, regardless of assets size, can receive the same portfolio, depending on risk grade chosen. We construct portfolios of our best ideas which work for all clients whether they have £20,000 or £200,000 or £2,000,000 or even £20,000,000. This is particularly useful where a couple or family want to access the same service but have varying amounts available to invest.

Highly liquid portfolios. We strongly believe that investors should be able to get their money back whenever they request it. For this reason all of our portfolios and funds are highly liquid with all funds within Athena dealing daily.

Access to institutional rates. As UK domiciled fund managers, we utilise our scale to access some of the cheapest share classes from investment houses which may not always be available to individual investors.

High quality literature & reports. We pride ourselves on delivering the best service to clients regardless of the size of their portfolio. As a result we have created very detailed literature to accompany the Athena service which provides full transparency of each holding with regular updates and reports explaining each holding in detail.

FOR FURTHER DETAILS PLEASE CONTACT US:

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