

PRESS RELEASE



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7IM gives back by launching fund raising appeal for Intensive Care Society #7IMgivesback

7IM has launched a new fundraising initiative, Donate Your Drink, to raise money for the Intensive Care Society.

In the light of COVID-19, staff are being encouraged to catch up with their colleagues or friends via video in lieu of being able to visit a café or pub, and donate the cost of their coffee or the price of their drink to the Intensive Care Society. The initiative can also be used as a way of saying thank you to colleagues or friends, by simply buying them a virtual drink and donating.

The fundraising initiative is open for all and 7IM and its staff are inviting peers or friends to join the campaign by raising a glass and a few pounds for the national heroes in the NHS.

To raise awareness 7IM is encouraging those hosting virtual gatherings to share their photos on social media with the hashtag #DonateYourDrink and #7IMgivesback.

The brains behind the fundraising initiative, Paul Pavlou, Propositions Analyst at 7IM, says:

"The purpose of this initiative is to pass on some of the money being saved by not buying your morning coffees, to help out these amazing people."

"So we are encouraging anybody who can afford it to please donate their drink when having a coffee catch up, drinks after work, etc... even at weekends with friends and families."

7IM have made it as easy as possible to donate to the Intensive Care Society by setting up a texting service. Simply text CAFE to 70201 to give £1, text PINT to 70970 to give £5, and text MYROUND to 70191 to give £10.

For further information, please contact:

Adam Walmsley
PR & Social Media Manager
Seven Investment Management
Adam.Walmsley@7im.co.uk
0203 823 8727
07790 655 584

Henry Chan
Head of Communications & Content
Seven Investment Management
Henry.Chan@7im.co.uk
0203 823 8696
07786 000 313

Notes to Editors:

About the Intensive Care Society

The emergence of COVID-19 as a global pandemic is impacting all of us in an unprecedented manner. Now more than ever, we all need to come together.

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The Intensive Care team is the safety net of the hospital - caring for the sickest patients by providing vital organ support. Up to 11% of those diagnosed with COVID-19 will need intensive care.

Whilst Intensive Care heroes are at the frontline of this disease, the Intensive Care Society have got their back!

Donations will enable the Intensive Care Society to provide digital platforms to support the relaying of critical care guidance and information on the management of patients with COVID-19; resources to help sustain wellbeing through this unprecedented time and beyond; care packages to units and more!

COVID-19 is a priority to all in Critical Care. As the only multi-professional Critical Care charity in the UK, we are best placed to address the needs of our heroes.

Here are some examples of what the Society has done already:

- Created an emergency national committee dedicated to providing support for patients and staff through COVID-19
- Produced resources for patients and staff to guide daily treatment and recovery
- Produced specific COVID-19 self-care posters to complement our existing wellbeing library.

About 7IM

It all began in 2002, with seven of us in a basement establishing 7IM because we couldn't find anywhere we wanted to invest our families' money. Our assets under management now stand at around £12.8bn, and we have moved from 'basement' to 'Bishopsgate' in the City of London.

We manage money aiming to meet people's medium to long term return expectations. Fundamentally, we believe in active asset allocation in both active and passive investments (where we were one of the first to offer actively managed passive portfolios). We build global portfolios based on that allocation, and include alternative assets where appropriate to manage the risk reward trade off. Active currency management is also at the core of what we do.

7IM provides investment services to professional wealth managers, planners, advisers and private investors. These include: discretionary investment management, a range of multi-asset portfolios, an investment and open architecture trading platform and a fantastic app, 7IMagine, which brings client portfolios to life.

Multigenerational investing

We do our best to pass on economies of scale, reducing fees so more investors within a family save with us. Grandparents, through to parents and their children can invest as individuals with one charging structure – whether they live under the same roof or not.

A story of continuous innovation.

In 2013, we launched 7IMagine, an app allowing investors and advisers to keep up to date with their portfolio. The brainchild of some clients – professional 'gamers' uninspired by their paper statements – 7IMagine was enriched in February 2016, with My Future. Again using gaming technology, My Future allows advisers and investors to capture details about family or individual finances, including any number of streams of income, properties, other assets and expenses, to help identify how sustainable their finances are and if / when their retirement income will run out.

Our funds

- Our **AAP fund range (Asset Allocated Passive)** is populated largely with passive structures to keep costs to a minimum. Asset allocation is actively managed to help exploit opportunities and reduce risk across the spectrum: **7IM AAP Adventurous, 7IM AAP Moderately Adventurous, 7IM AAP**

- Balanced, 7IM AAP Moderately Cautious, 7IM Cautious and 7IM AAP Income.** Some of these risk profiles have funds domiciled in both Dublin (with UK reporting status) as well as the UK.
- Our **Multi-Manager fund range** invests in a range of active and passive vehicles. Costs still matter, but if we think an actively managed fund can outperform a passive alternative we have the freedom to choose it. Asset allocation is actively managed. There are different funds for different profiles: **7IM Adventurous, 7IM Moderately Adventurous, 7IM Balanced and 7IM Moderately Cautious.** Again, some of these risk profiles have funds domiciled in both Dublin (with UK reporting status) as well as the UK.
 - We also have a selection of funds designed to meet specific needs, such as the **7IM Personal Injury Fund, the 7IM Real Return Fund** or the SRI focussed **7IM Sustainable Balance Fund.**

Our Model Portfolios

The 7IM Model Portfolios are a range of risk rated portfolios and are available within our discretionary investment services and standalone on the 7IM platform and other platforms. The Models use the same investment process and asset allocation as our funds.

Our range of Model Portfolios are available across the risk profiles: **7IM Adventurous Model Portfolio, 7IM Moderately Adventurous Model Portfolio, 7IM Balanced Model Portfolio, 7IM Moderately Cautious Model Portfolio, 7IM Cautious Model Portfolio and 7IM Income Model Portfolio.**

In 2019, we launched **7IM Pathway**, a diversified range of passive multi asset model portfolios underpinned by our robust Strategic Asset Allocation (SAA) process. The Pathway Model Portfolios differ from our traditional offering and are built purely using a streamlined version of 7IM's robust (SAA).

The 7IM funds and Model Portfolios are available through the 7IM Discretionary and Platform as well as on other platforms.

Important information: The information contained in this document does not constitute investment advice and if you are in any doubt about the suitability of the investment or service, you should consult a professional financial adviser. The value of investments, and the income from them, can fall as well as rise and you may not get back the full amount invested. Seven Investment Management LLP is authorised and regulated by the Financial Conduct Authority, the Jersey Financial Services Commission and the Guernsey Financial Services Commission. Member of the London Stock Exchange. Registered office: 55 Bishopsgate, London EC2N 3AS. Registered in England and Wales No. OC378740.