



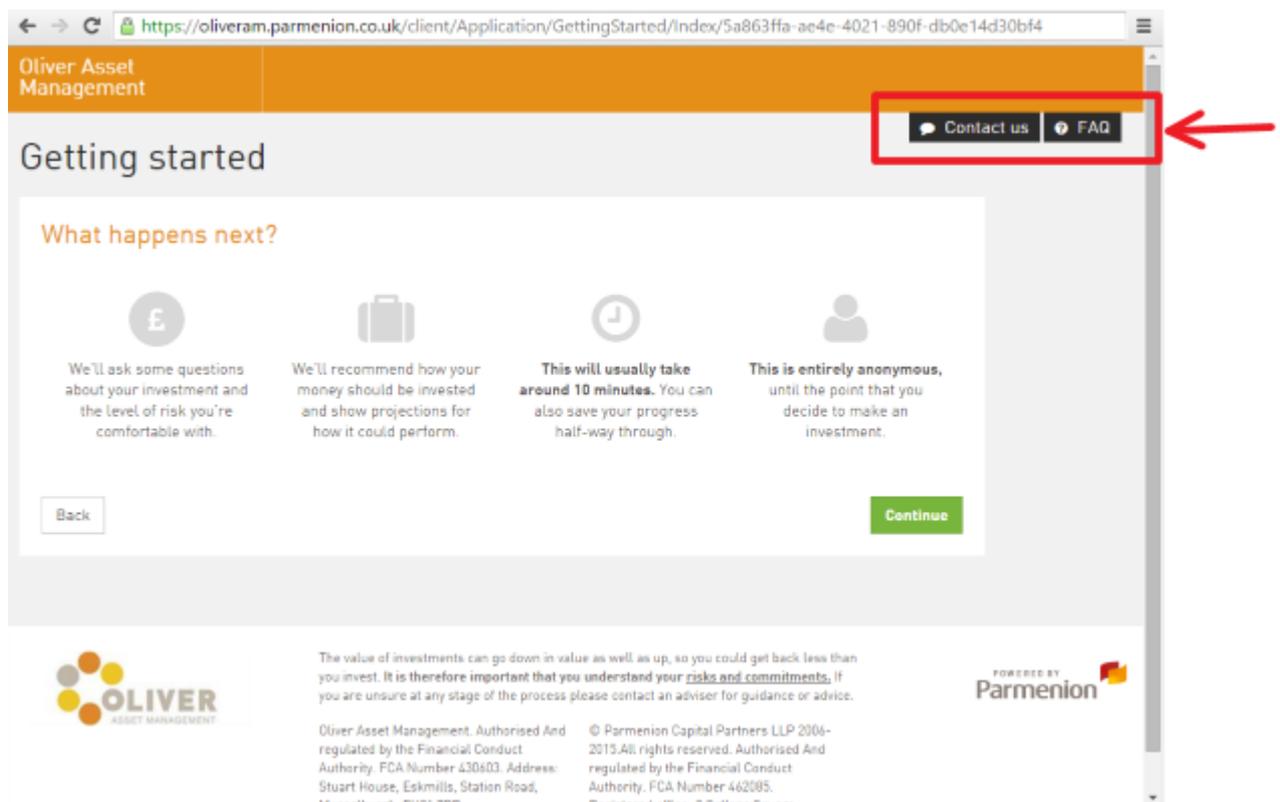
## **Online Investment Tool: Walk through**

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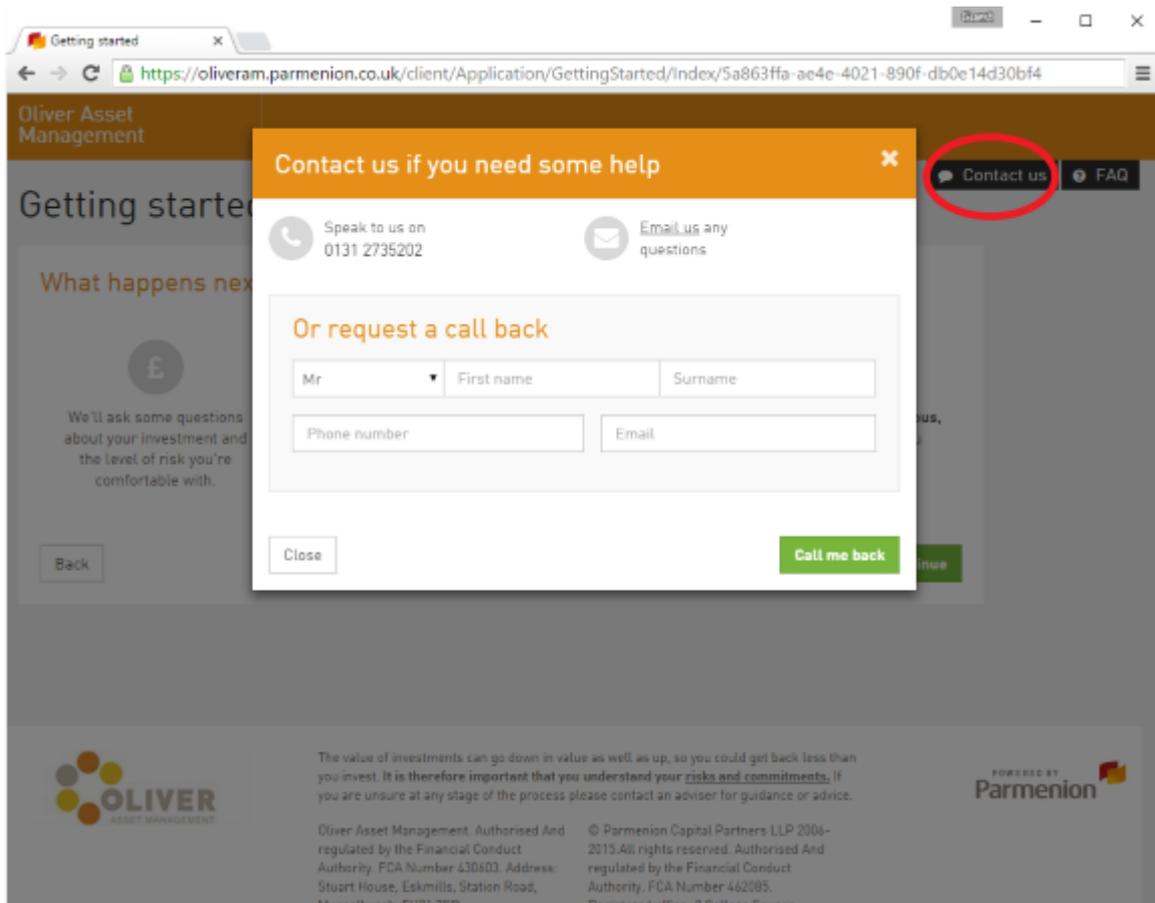
## Introduction

By using the tool you are not committing to any service and no personal identifying information is collected. Only if you wish to proceed and invest in the portfolio would personal details be required. If you wish to save your progress you will be asked to provide a valid email address and create a password.

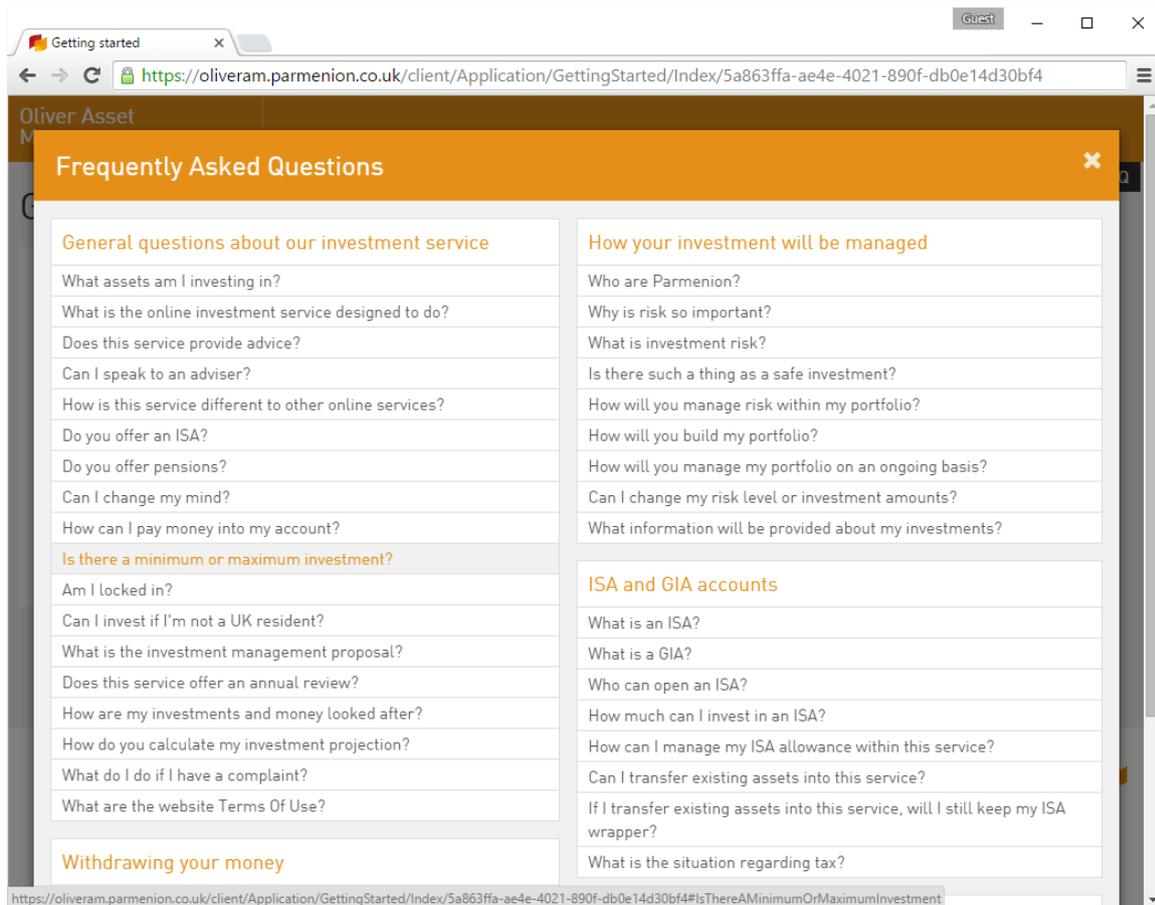
With that in mind, the best way to learn about the process is to experiment with the web application process. A few helpful hints are the "Contact us" and the "FAQ" frequently asked questions tabs. These are always available on the top right of the application and are highlighted by the red box.



By selecting the "Contact us" option an information box will appear over the top of your current page that will give a contact telephone number, an email form to send an email to us, or provide your name and telephone number to request a call back. By closing the box you will return to your original page.



By selecting the "FAQ" option a page of frequently asked questions will be displayed as an information box.



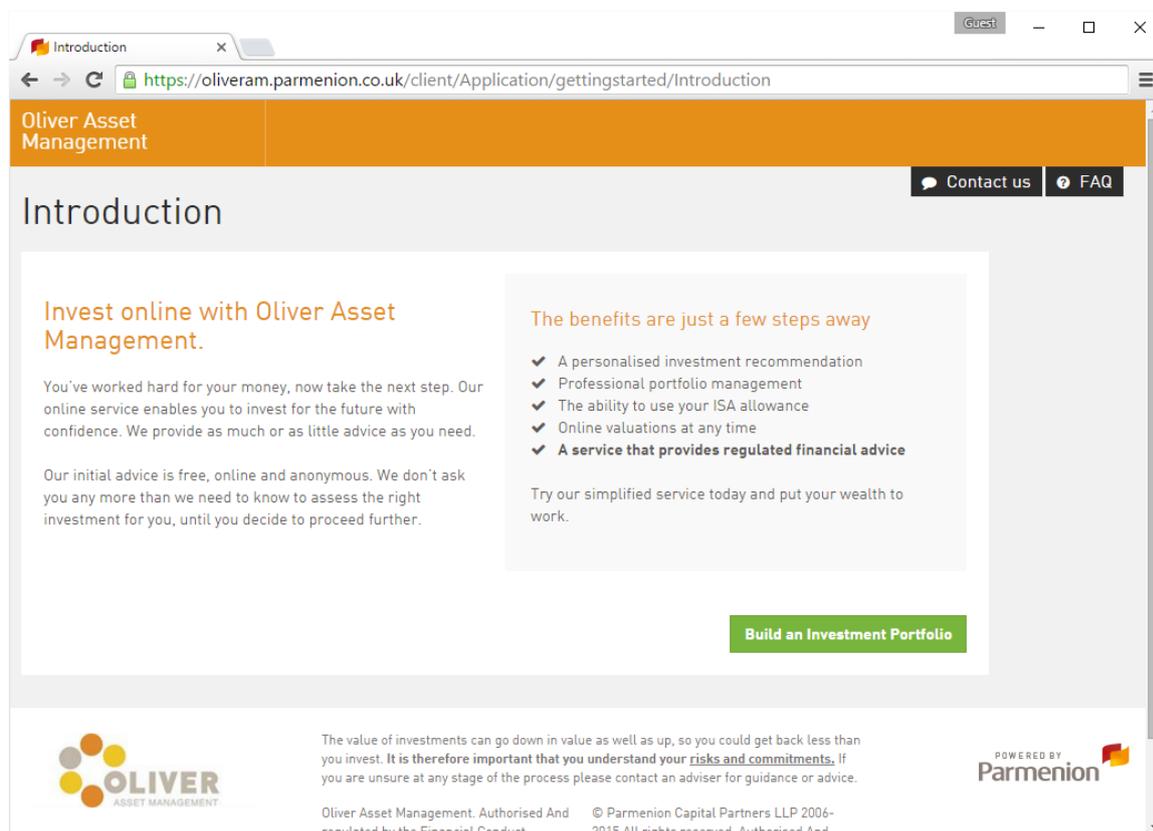
If you are not able to get an answer to your question then please use the "Contact us" tab. By closing the box you will return to your original page.

Both these options are available on every page.

## The Process

The initial page explains the process and invites you to build an investment portfolio. This is then followed by a page called "Before we start" that explains in detail about the web service so that you can see whether it is the right service for you before starting the process.

In summary the tool is designed to offer a portfolio to achieve investment growth based on the information that you have provided. The tool does not consider suitability with any existing investments that you may already have. These investments may include pensions. If you feel that you are unsure about any of the proposed investments by this service, or would like existing investments to be taken into account then don't hesitate to contact us directly. We have over 35 years' experience and can be contacted by phone or arrange for a face-to-face meeting. And remember, by using the tool you are not committing yourself to any service.



The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/gettingstarted/Introduction>. The page features an orange header with the text "Oliver Asset Management" and navigation links for "Contact us" and "FAQ". The main content area is titled "Introduction" and includes the following text:

**Invest online with Oliver Asset Management.**

You've worked hard for your money, now take the next step. Our online service enables you to invest for the future with confidence. We provide as much or as little advice as you need.

Our initial advice is free, online and anonymous. We don't ask you any more than we need to know to assess the right investment for you, until you decide to proceed further.

**The benefits are just a few steps away**

- ✓ A personalised investment recommendation
- ✓ Professional portfolio management
- ✓ The ability to use your ISA allowance
- ✓ Online valuations at any time
- ✓ **A service that provides regulated financial advice**

Try our simplified service today and put your wealth to work.

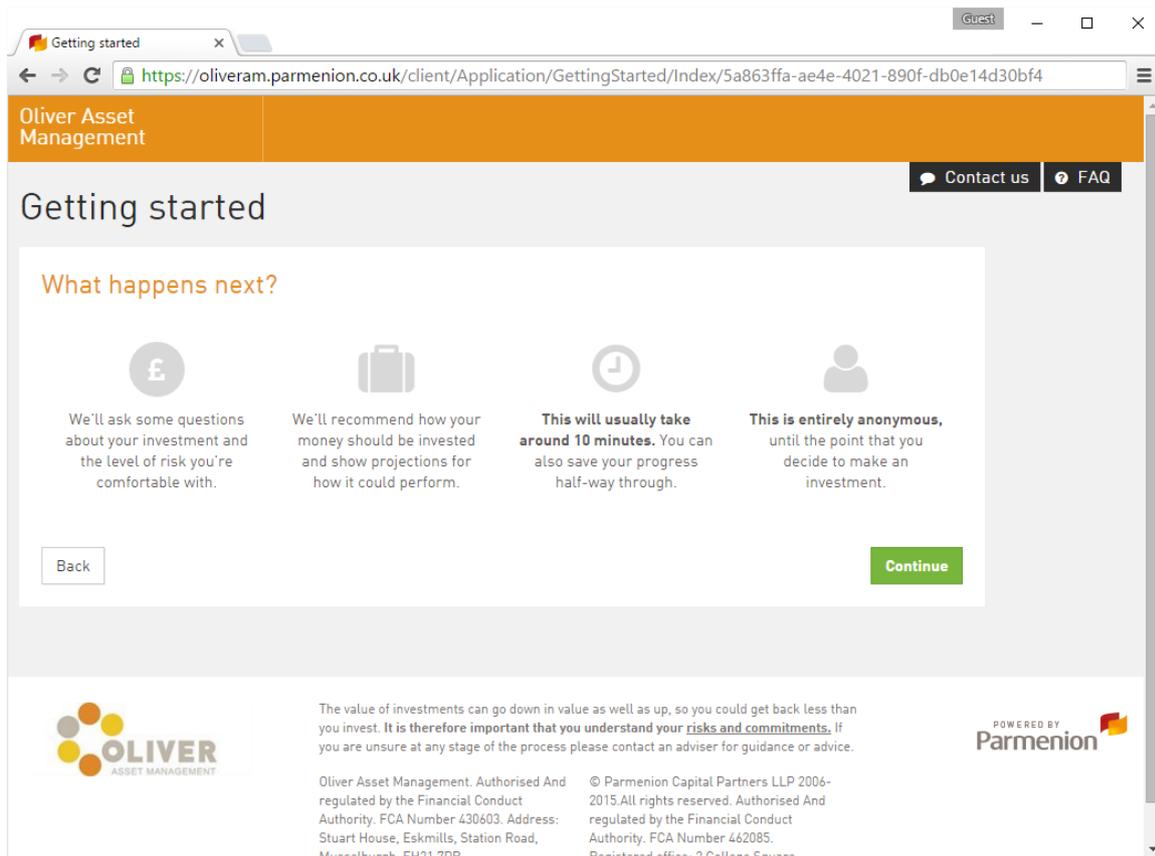
[Build an Investment Portfolio](#)

The footer contains the Oliver Asset Management logo, a disclaimer: "The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.", and the text "POWERED BY Parmenion".

## Getting Started

The "getting started" page has an overview of the entire process. The main points are:

It is entirely anonymous until the point you decide to make an investment. It takes around 10 minutes.



The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/GettingStarted/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page header includes 'Oliver Asset Management' and navigation links for 'Contact us' and 'FAQ'. The main heading is 'Getting started'. Below this, a section titled 'What happens next?' contains four steps:

- Step 1:** Represented by a pound symbol (£) icon. Text: 'We'll ask some questions about your investment and the level of risk you're comfortable with.'
- Step 2:** Represented by a briefcase icon. Text: 'We'll recommend how your money should be invested and show projections for how it could perform.'
- Step 3:** Represented by a clock icon. Text: 'This will usually take around 10 minutes. You can also save your progress half-way through.'
- Step 4:** Represented by a person icon. Text: 'This is entirely anonymous, until the point that you decide to make an investment.'

At the bottom of this section are 'Back' and 'Continue' buttons. The footer contains the Oliver Asset Management logo, a disclaimer: 'The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.', and contact information for both Oliver Asset Management and Parmenion Capital Partners LLP. The footer also includes the text 'POWERED BY Parmenion'.

## Your Investment

By continuing we are taken to "Your investment" phase. At the top of the page there is a progress bar highlighted by the red rectangle. The "Your investment" stage is highlighted in white. This progress bar is available in all of the future screens and will allow you to navigate back to previous pages if you feel that you have answered a question incorrectly. This example will take us from "Your investment" to "Your proposal".

The screenshot displays the "Your investment" phase of the Oliver Asset Management application. At the top, a progress bar shows the current stage, "Your investment", highlighted in white, with other stages like "Your risk grade", "Your proposal", "Your account", and "Purchase" following. Below the progress bar, the main heading is "Your investment". The primary question is "How much would you like to invest?", with input fields for "Initial investment" and "Monthly investment", both preceded by a "£" symbol. A dropdown menu asks "Use your annual ISA allowance?". Two blue informational boxes provide context: "Investment amounts" explains that users can experiment with amounts later, and "What does this mean?" defines ISA allowances and GIAs. At the bottom, there are "Back" and "Save and continue" buttons.

The blue boxes offer helpful advice about the information that is being requested. Also the text on the page has hyperlinks that give further explanation to terms, in this case we have "ISA" and "GIA" that can be clicked to offer a definition.

In this example I have chosen to invest £10000. We then save and continue to the page that asks for some general information about you. This is to help assess your risk profile and attitude to risk. Note that a "Your summary" bar has appeared on the left. This is recording the amount that you have said that you want to invest in the previous step.

Guest

About you

https://oliveram.parmenion.co.uk/client/Application/AboutYou/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4

Oliver Asset Management

Your investment > Your risk grade > Your proposal > Your account > Purchase

Contact us | FAQ

## About you

Your summary

Investment amounts

Initial investment  
£10,000

Monthly contributions  
£0

The following information is entirely anonymous. It will give us just enough information to personalise your investment portfolio.

Gender  Marital status

Age  Financial dependants

Working status  Gross annual income

Back Save and continue

 The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.

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This completes the "your investment" stage.

## Your Risk Grade & Loss Capacity

This next stage will grade your risk profile. It has a detailed introduction and sets out that it will ask nine easy questions to assess your attitude to investment risks.

The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/RiskTolerance/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page is titled "Risk tolerance" and is part of the "Oliver Asset Management" application. The navigation bar includes "Your investment", "Your risk grade", "Your proposal", "Your account", and "Purchase". The left sidebar shows "Your summary" with "Investment amounts": Initial investment of £10,000 and Monthly contributions of £0. The main content area is titled "Risk tolerance" and features a sub-heading "Next we will gauge your appetite for investment risk". It explains that successful investment is about getting the right level of risk and that risk tolerance is a measure of personal sensitivity. It also states that the following 9 questions are aimed at determining the user's own risk tolerance. At the bottom of the main content area are "Back" and "Continue" buttons. The footer includes the Oliver Asset Management logo, a disclaimer about investment value, and contact information for Oliver Asset Management and Parmenion Capital Partners.

The questions are all multiple choice, an example is given below. There are nine questions.

The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/RiskTolerance/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page is titled "Risk tolerance" and is part of the "Oliver Asset Management" system. The navigation bar includes links for "Your investment", "Your risk grade", "Your proposal", "Your account", and "Purchase". The main content area displays "Question 1" with the text "Which of the following words do you most associate with investing money?". Below the question are five buttons: "Loss", "Anxiety", "Uncertainty", "Opportunity", and "Excitement". A "Back" button is also present. The footer contains the Oliver Asset Management logo, a disclaimer, and "POWERED BY Parmenion".

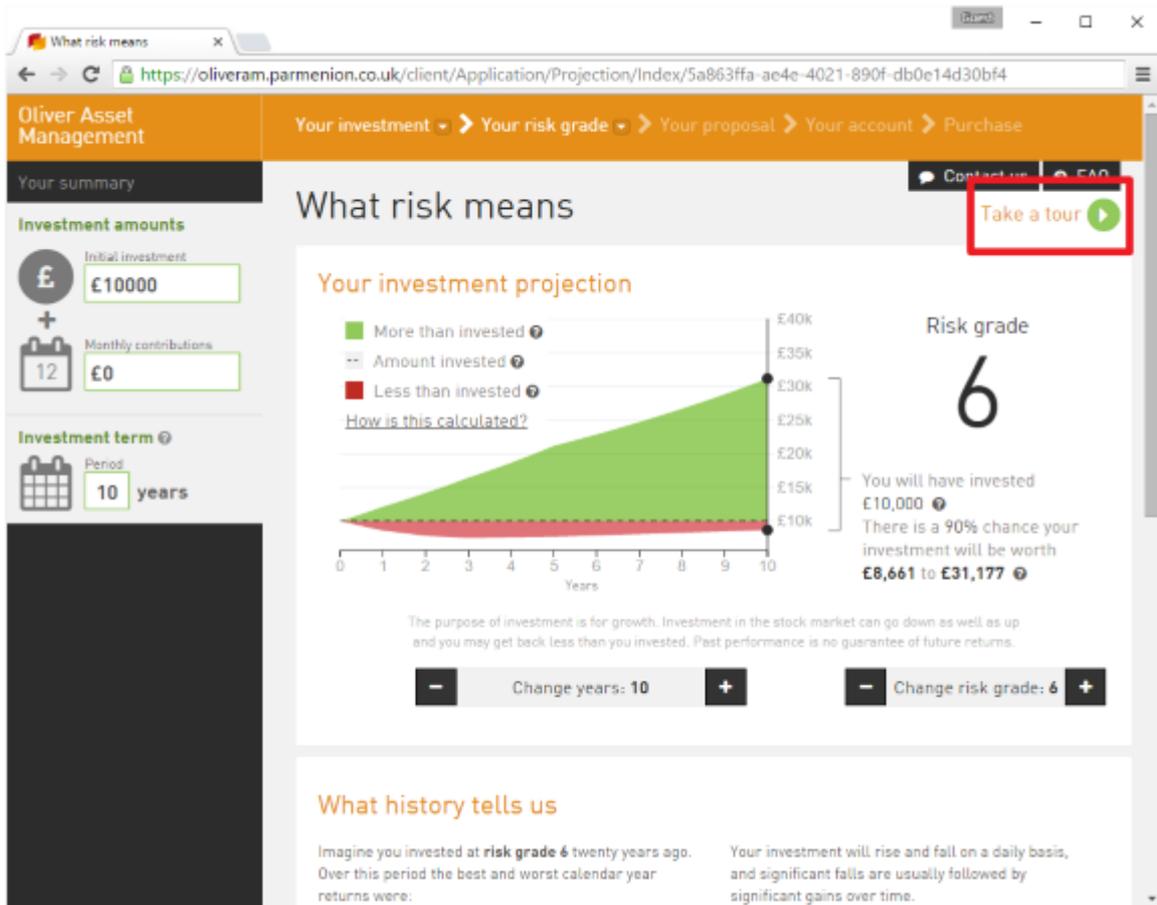
After all nine questions an assessment will be made based on a number from 1-10. With 1 being risk averse and 10 being prepared to take high risks. This is a method of categorising risk, there is no right or wrong answer. Most people fall between 3 and 7. More details can be seen on the screen.

The screenshot displays the 'Your risk tolerance grade' page on the Oliver Asset Management website. The browser address bar shows the URL: <https://oliveram.parmenion.co.uk/client/Application/RiskTolerance/Result/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page header includes 'Oliver Asset Management' and a navigation menu: 'Your investment > Your risk grade > Your proposal > Your account > Purchase'. A 'Contact us' button and an 'FAQ' button are also present.

The main content area is titled 'Your risk tolerance grade'. It features a gauge with a needle pointing to the number 6. The gauge is divided into segments, with the first 6 segments highlighted in green. Below the gauge, the text reads: 'Risk tolerance explained. The risk tolerance scale runs from 1 being very risk averse, to 10 being prepared to take very high levels of risk. Most people fall within the range 3 to 7.' There are two columns of explanatory text: 'Risk tolerance is a measure of your personal sensitivity to the value of your investments moving up or down. We measure your risk tolerance to ensure that the portfolio we propose carries no more risk than you are happy to accept.' and 'In simple terms, if your investment suffered a fall in value at what point would you start to lose sleep at night? Or worse still, cash in your investments and lose the potential to participate in any future recovery?'. A 'Retake the test' button is located below the gauge.

The left sidebar, titled 'Your summary', shows 'Investment amounts': 'Initial investment £10,000' and 'Monthly contributions £0'. At the bottom of the sidebar, there is a 'Take a tour' button highlighted with a red rectangle. The main content area has 'Back' and 'Continue' buttons at the bottom.

Now that the risk tolerance is known an investment projection is made. On this page an important new parameter is added, the duration of the investment and it is added to "Your summary". By default this is set to 10 years but it can be altered. On this page is a further option called "Take a tour" just underneath the FAQ tab and highlighted by a red rectangle on the screenshot. By pressing the take a tour button each term on this page is carefully explained in a step by step manner. The page is long and also has a scroll bar on the right to show various analyses and historical predictions.



At this point it is possible to tweak the parameters including the risk grade.

After continuing a confirmation page is given as shown below.

The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/Projection/Confirm/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page is titled "Confirm your investment objective" and is part of the "Oliver Asset Management" system. The user is logged in as "Guest".

The navigation bar includes: "Your investment", "Your risk grade", "Your proposal", "Your account", and "Purchase". There are also "Contact us" and "FAQ" links.

The left sidebar shows the following summary:

- Investment amounts:** Initial investment of £10,000 and Monthly contributions of £0.
- Investment term:** Period of 10 years.

The main content area displays the heading "Confirm your investment objective" and a sub-heading "We will build your investment proposal on this basis:". Below this, four key points are listed:

- You want to invest an initial sum of £10,000.00.
- You want to invest a monthly sum of £0.00.
- You would like to invest for 10 years.
- You chose an investment risk grade of 6.

At the bottom of the main content area, there are "Back" and "Continue" buttons.

The footer contains the Oliver Asset Management logo, a disclaimer: "The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.", and the text "POWERED BY Parmenion".

Small print in the footer includes: "Oliver Asset Management. Authorised And regulated by the Financial Conduct Authority. FCA Number..." and "© Parmenion Capital Partners LLP 2006-2015. All rights reserved. Authorised And regulated by the Financial..."

By continuing the next part of assessing the risk grade is to assess the risk capacity, that is an assessment of whether you can afford the risks. This is a similar process to the earlier risk tolerance questionnaire but only 7 multiple choice questions will be asked.

Risk capacity

Oliver Asset Management

Your investment > Your risk grade > Your proposal > Your account > Purchase

Your summary

Investment amounts

Initial investment  
£10,000

Monthly contributions  
£0

Investment term  
Period  
10 years

## Risk capacity

Contact us | FAQ

**This section asks questions to determine what risk you can afford to take**

Knowing your risk tolerance is not in itself enough to construct a properly targeted investment portfolio. We also need to examine your risk capacity. Risk capacity is an economic measure of your ability to sustain investment loss.

It may be prudent in certain circumstances to take less risk than your tolerance and it is essential that you do not invest in a portfolio that could expose you to financial difficulties if it performs poorly.

The following 7 questions are aimed at ensuring your risk capacity is sufficient for your risk tolerance.

Back Continue

OLIVER ASSET MANAGEMENT

The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.

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Similar to the risk tolerance this will give a value between 1-10. A 10 indicates that you are financially capable of taking significant risk and a 1 will suggest the opposite.

The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/Proposal/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page title is "Your proposed risk grade".

**Navigation:** Your investment > Your risk grade > Your proposal > Your account > Purchase

**Summary Sidebar:**

- Your summary**
- Investment amounts:** Initial investment £10,000; Monthly contributions £0
- Investment term:** Period 10 years

**Main Content:**

**Your proposed risk grade**

Your risk capacity results confirm that you can proceed

We have analysed your risk capacity results which indicate that you are safe to proceed. We propose that the right level of risk for your investment is risk grade 6.

**Proposed risk grade: 6**

What is this?

Retake the test

Buttons: Back, Continue

**Footer:**

OLIVER ASSET MANAGEMENT

The value of investments can go down in value as well as up, so you could get back less than you invest. It is therefore important that you understand your risks and commitments. If you are unsure at any stage of the process please contact an adviser for guidance or advice.

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At this point it is important to note that the application may not proceed with suggesting a portfolio if it feels that your risk capacity does not allow your risk tolerance. If that is the case you will be invited to contact us here at OAM. It may be that you have an unusual financial circumstance that may need a more detailed analysis that the web tool may not be able to offer.

We recommend you speak to us

**We can't continue with your application using our online service, but you may still be able to proceed with your investment if you speak to us.**

**To ensure that we can fully assist you with your application, please enter your email address below.** This will allow us to see the details of your application and review it with you if you wish to discuss it further.

Enter your email address

When you have completed this you will be provided with some options to contact us.

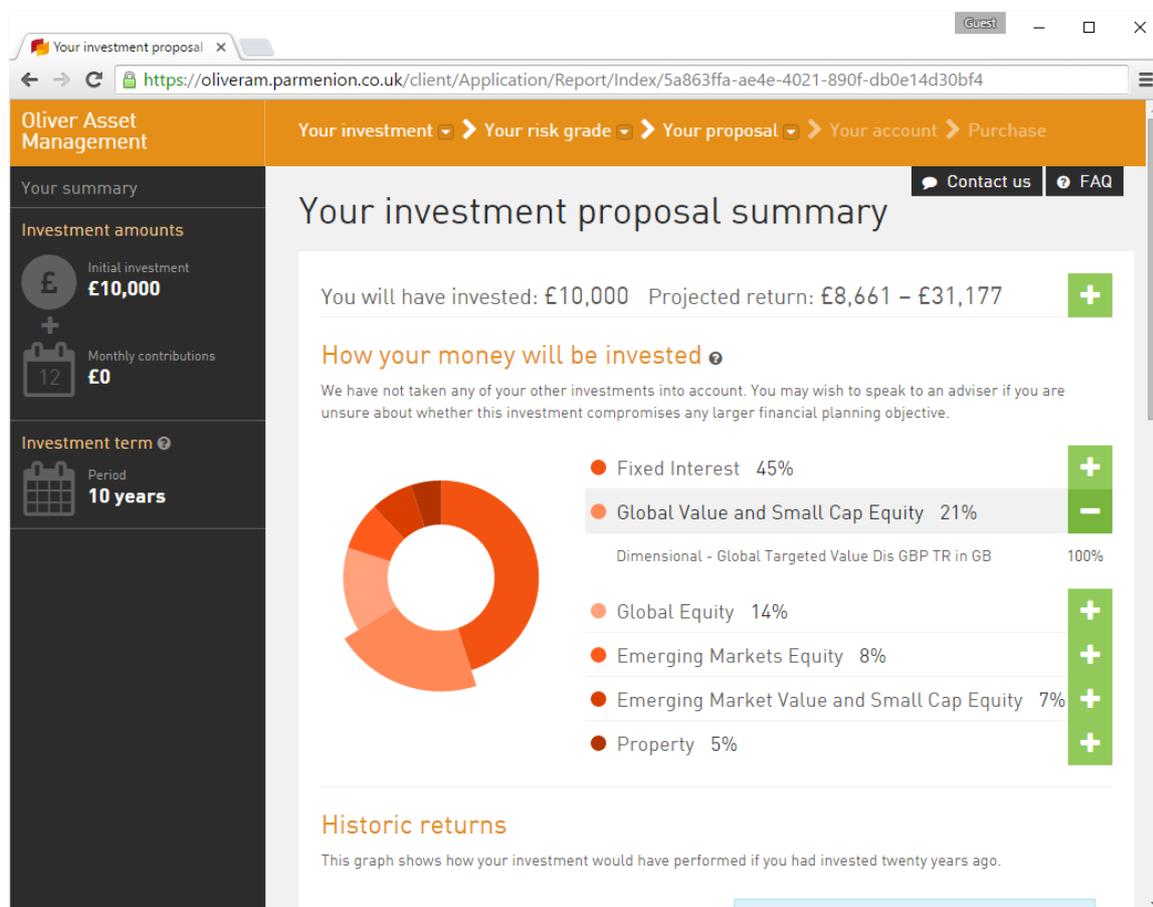
**We were unable to proceed for the following reasons:**

- You indicated that you are likely to withdraw capital or income from the portfolio within 3 years. Investing in higher risk assets is something that should only be undertaken for longer time periods. In these circumstances we recommend that you seek further advice before making any investment decisions.
- You indicated that losing 25% of your portfolio would mean that you are in significant financial trouble. This implies that any risk in your investments would be inappropriate. In these circumstances we recommend that you seek further advice before making any investment decisions.
- You told us that this investment represents a significant part of your total investments. In Question 5 you told us that you expect your future income to decline significantly. This implies that you may become solely or highly dependent upon the income from this portfolio to ensure your financial security. In these circumstances we recommend that you seek further advice before making any investment decisions.
- You told us that this investment represents a

Your proposal phase

## Your Investment Proposal

Given a risk tolerance and capacity that is acceptable to the model, a portfolio will be suggested that will fulfil your investment needs. An example page is shown below, clearly the suggested investments will depend on the answers provided to the questions.



Scrolling down the page will give much more information supporting the investment choice with important information about the historic behaviour of this portfolio and the charges of managing this portfolio. See below for an example, again the historic performance and the charges will differ depending on the portfolio chosen:

The screenshot displays the 'Your investment proposal' page on the Oliver Asset Management website. The page is divided into several sections:

- Navigation:** A top orange bar contains the site name 'Oliver Asset Management' and a breadcrumb trail: 'Your investment > Your risk grade > Your proposal > Your account > Purchase'.
- Summary Sidebar:** A dark grey sidebar on the left contains:
  - Your summary:** Initial investment of £10,000 and monthly contributions of £0.
  - Investment amounts:** Initial investment of £10,000 and monthly contributions of £0.
  - Investment term:** A period of 10 years.
- Main Content Area:**
  - Bar Chart:** A bar chart showing annual returns. A green bar indicates a gain of 21.6% in 2009, and a red bar indicates a loss of -9.1% in 2008. A text box explains: 'This graph shows the best and worst single year returns on your investment if you had invested it twenty years ago, highlighting the best and worst calendar year returns.'
  - Your details:**
    - Gender: Male
    - Age: 40 to 49
    - Working status: Self Employed
    - Marital status: Cohabiting
    - Financial dependants: No
    - Gross annual income: £40,000 to £59,999
  - Charges:**
    - Initial charge: 0.25 % (+)
    - On-going charges: 1.09 % (-)
    - Adviser charge: 0.50 %
    - Custody charge: 0.30 %
    - Fund manager charge: 0.29 %
    - Other charges: (+)
- Actions:** At the bottom, there are three buttons: 'Back', 'Amend your investment details' (in blue), and 'Continue and download your report' (in green).

At this point it is still possible to correct amend the investment using the blue button. By continuing using the green button the application will take you to a page that will allow you to download a detailed report of the process and suggested portfolio in a pdf format.

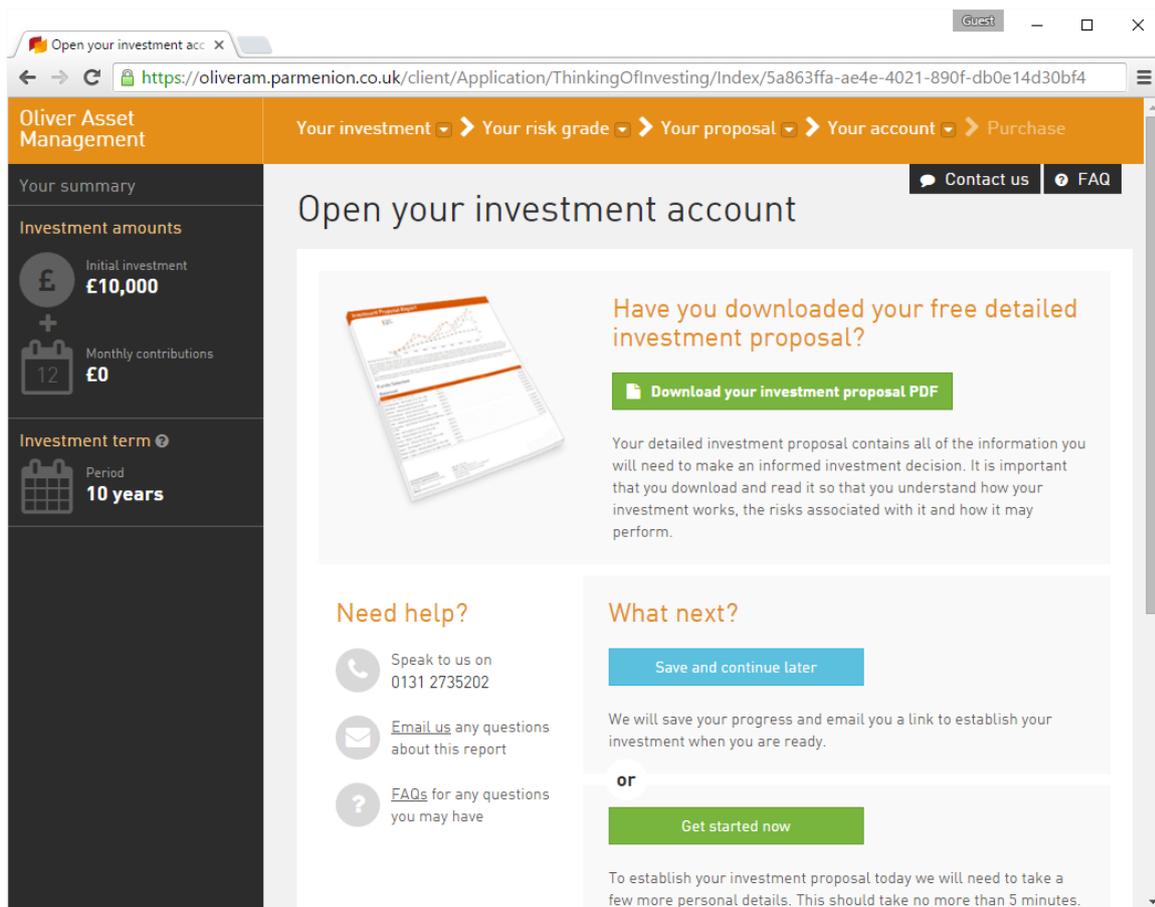
This is the end of the proposal phase. At this point we are given the choice (see picture below):

If you chose to download your investment report you will have the opportunity to provide your email address and select a password so that you can recover this report at a later date.

Save and continue later will also give you the opportunity to provide your email address and select a password so that you can recover this report at a later date.

In both these cases a welcome email will be sent from OAM to you. Occasionally these emails are caught by the outlook spam filter so if you are an outlook user and you don't receive the email, please look in your spam folder or simply contact us using any of the methods and we will investigate.

The "get started now" option will start the process of creating an account where you can then go on to buy your portfolio online.



The pdf report is around 20 pages and has detailed descriptions of the portfolio. It is around 150kb and is quick to download on most connections. All the graphs shown in the process are contained in this report. It allows you to print off a permanent copy for your records.

## Retrieving an Earlier Proposal

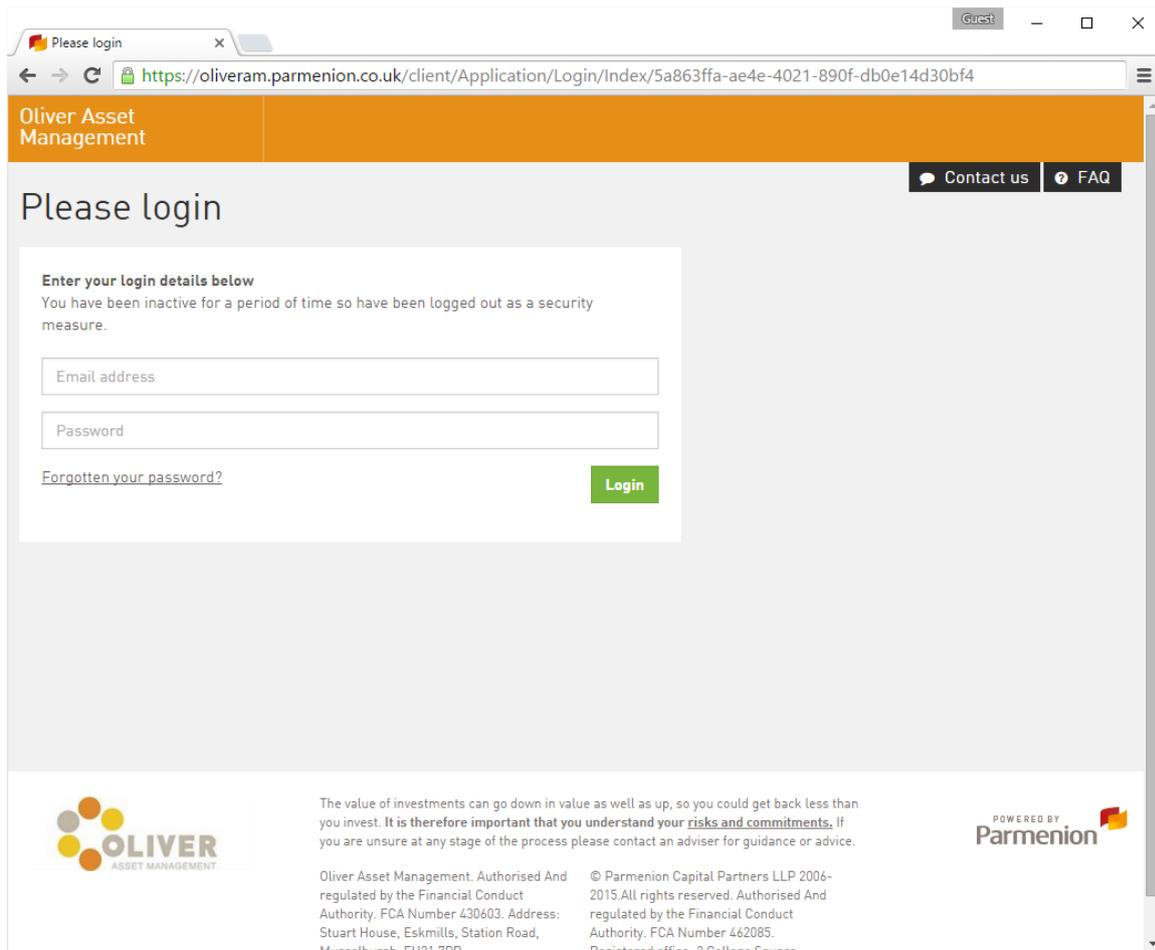
You can return to a previous proposal if you have:

Provided a valid email address and downloaded the detailed investment document

Or

Pressed "Save and continue later" on the "Open investment account page".

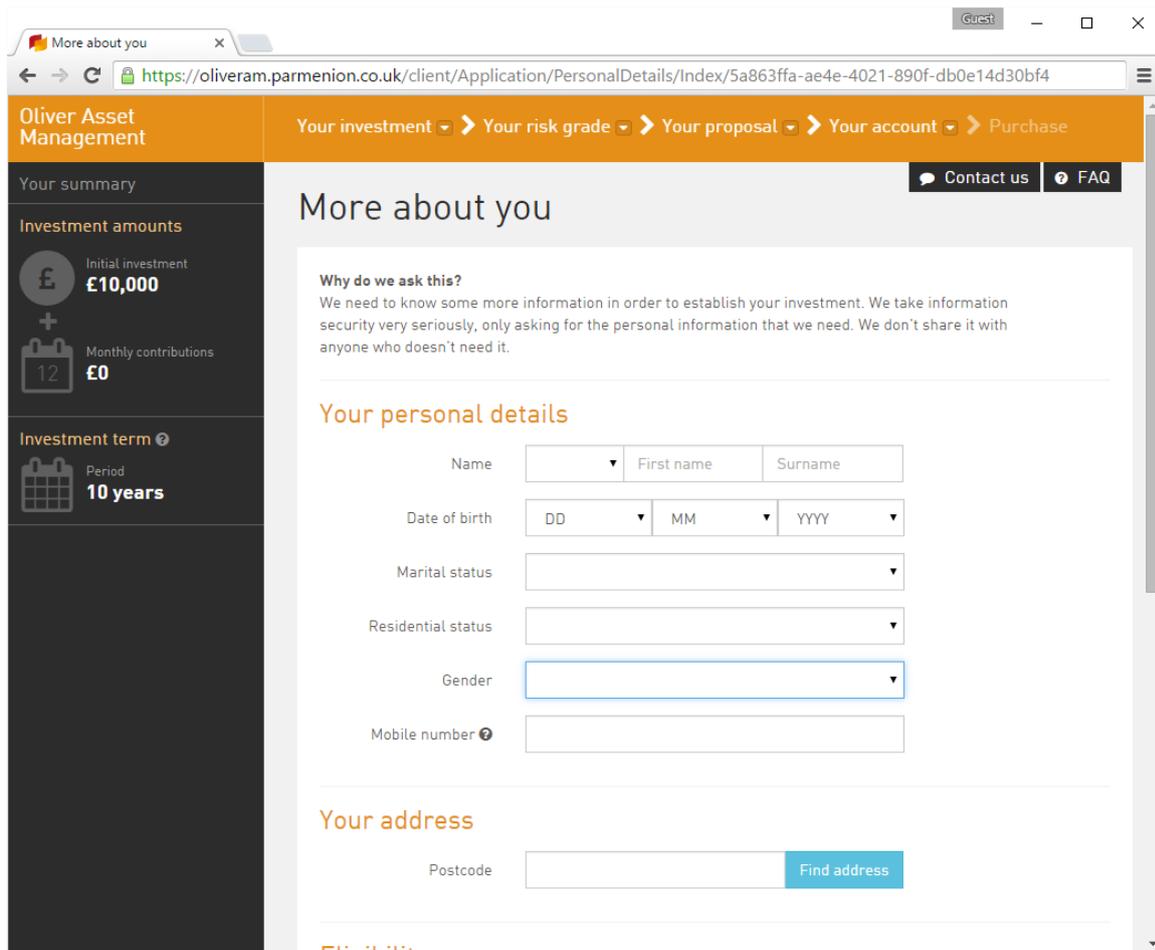
A link will be emailed to you that will allow you to return to the investment once you provide the password that you had given in the previous step.



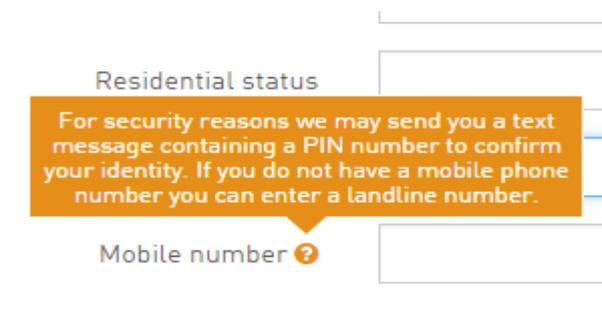
Once past the log-in page you will be returned to the "Open investment account page", the next step will be to provide personal details to establish payments into the investment portfolio. It estimates that this will take around 5 minutes.

The pages are a familiar format with text boxes and drop down menus:

After your personal details you will be asked to provide a breakdown of your cash flow in a typical month, this includes your gross salary and other earnings such as a pension, and your outgoing expenses.



The small question mark icon will give additional information about the question, usually explaining the reason why the question has been asked, like in the example below about providing a mobile number.



Once these details have been entered a "Suitability report will be generated" highlighting areas that you should give consideration to. This can be downloaded in a pdf format by selecting the blue "Download this report" at the bottom of the page.

After this report you can provide your payment details. Currently you can pay by bank transfer or cheque.

The screenshot shows a web browser window with the URL <https://oliveram.parmenion.co.uk/client/Application/BankDetails/Index/5a863ffa-ae4e-4021-890f-db0e14d30bf4>. The page title is "Your payment details".

**Navigation:** Oliver Asset Management | Your investment > Your risk grade > Your proposal > Your account > Purchase

**Summary Sidebar:**

- Your summary**
- Investment amounts:** Initial investment £10,000; Monthly contributions £0
- Investment term:** Period 10 years

**Main Content:**

**Your payment details** [Contact us] [FAQ]

**Paying in your initial investment**

When your application is approved we will email you a unique customer reference number and details on paying in your initial investment. Please quote your reference number on any bank transfer payments and any future correspondence.

Payment method:

**Your bank account details**

**Why do we need this?**

Your bank account details are required so that any future requests for withdrawals from your investment can be processed swiftly. If you decide to set up a monthly contribution we will also use these details for your Direct Debit.

Account holder name:

Bank/building society name:

Account number:

Sort code:  -  -

Buttons: [Back] [Save and continue]

Finally you'll be asked to review and accept the terms and conditions of the service before investing in your portfolio.

The key point is that you can contact us at any time using the "Contact us" button.