

Sparrows Capital partners with Intelliflo on SCore MPS

Delivering a low-cost capped fee model portfolio service to advisers

An independent, open architecture MPS offering via Intelliflo's Integrated Model Portfolio Service (iMPS)

LONDON, 4th April 2020 – Following the launch last month of SCore MPS, Sparrows Capital's low-cost, evidence-based, capped-fee model portfolio service, Sparrows Capital has partnered with Intelliflo to offer Intelliflo Office users access to its range of factor-tilted model portfolios.

A pioneer of Evidence-Based Investing, Sparrows Capital's portfolios are designed to deliver enhanced market returns as efficiently as possible and provide a capped fee model.

SCore MPS as an advisory proposition is just 0.08% per annum, capped at £16 per underlying client per month. This charge covers benchmark selection and portfolio construction, Index Fund/ETF selection, monitoring and risk management. The capped fee is designed to offer clear and predictable pricing, enabling advisers to deliver better value for money to their clients.

The range comprises 11 factor tilted portfolios representing equity exposures from zero to 100% in increments of 10%.

Sparrows Capital CEO Yariv Haim says: *"Asset-based fees for model portfolios are not only outdated, they are unfair on clients and unjustifiable. Our price-disruptive service addresses regulatory concerns over the provision of value to end investors, while addressing issues of accessibility, transparency and cost identified by the introduction of MiFID II. We are proud to be working with Intelliflo to offer the service to advisers requiring a low-cost core investment offering with a proven track record."*

Commenting on the partnership, Sparrows Capital's Head of Adviser Proposition, John Bennett adds: *"Since launching the discretionary SCore MPS suite we've seen a huge amount of interest from advisers. We're delighted to now make the service available as an advisory proposition through Intelliflo."*

Intelliflo's CEO Nick Eatock comments: *"Our iMPS technology has been built to reduce the time, cost and complexity that comes from managing model portfolios, so that it puts advisers in control of the entire process and the client relationship. We're therefore delighted to add their model portfolios to our iMPS, as we continue to expand the service for both advisers and their clients."*

Sparrows Capital's investment approach is based on long term evidence and backed by robust academic studies that prove asset allocation is the primary driver of risk and return, particularly over the medium to long term. As such the team do not pick stocks or time the markets, instead they use Index Funds and Exchange Traded Funds (ETFs) to efficiently harvest market returns from a diverse and highly liquid asset universe. This approach reflects the style adopted by the Norwegian sovereign wealth fund (Government Pension Fund Global - "GPFG") and the Japanese Government Pension Investment Fund ("GPIF"), two of the largest endowments worldwide.

The firm's proposition is significantly enhanced by the involvement of Professor Elroy Dimson, former Chairman of the GPF's Strategy Council, who has been Consultant to Sparrows Capital's Board of Directors since 2014. Professor Dimson is currently Chairman of the Centre for Endowment Asset Management at Cambridge Judge Business School, and also chairs the FTSE Russell Policy Advisory Board.

Notes to Editors

About Sparrows Capital

Founded in 2013, Sparrows Capital is a private investment firm serving professional and retail clients.

The firm has pioneered the concept of Evidence-Based Investing.

Evidence-Based Investing is the real-world manifestation of Modern Portfolio Theory, an investment approach envisioned by Nobel Economic Prize winners. Sparrows Capital uses Index Funds and ETFs to build globally diversified portfolios to efficiently harvest selective beta.

The firm's offering is based on the following key principles: evidence-based process, backed by academic research; risk-based Strategic Asset Allocation; multi-layer diversification; selective exposure to persistently rewarded risk factors; transparency; and cost effectiveness.

Sparrows Capital is now introducing SCore MPS using the same evidence-based approach to provide Advisers and their underlying clients access to the firm's investment management services.

SCore MPS is an independent evidence-based Model Portfolio Service offered on an advisory basis at a capped fee of £16 per month to the underlying clients.

The 11-factor tilted passive portfolios are designed to deliver value through enhanced market returns with a price-disruptive fee model.

Further detail: <https://www.sparrowscapital.com/scoremps/>

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About Intelliflo

Intelliflo (www.Intelliflo.com) has been providing information technology services to financial services companies since its formation in 2004. Its leading web-based practice management software, Intelligent Office, is the most widely used by new UK financial advisers* and helps financial

businesses large and small to improve efficiency and increase profits. Intelligent Office supports over 2,511 firms and over 25,900 users with assets under advice of £444 billion (as at 1 February 2020).

Intelliflo was named Best Technology Provider 2017, 2018 and 2020 at the Professional Adviser Awards and Best Back Office System 2017 and 2018 by Professional Paraplanner magazine. ISO27001 accreditation assures advisers that their data is safeguarded within a high-quality security management framework.

*Based on number of directly authorised financial advice firms registered in 2018

Further information on Intelliflo's iMPS: <https://www.intelliflo.com/integrated-model-portfolio-service>

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