

FOR IMMEDIATE RELEASE

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ISA DEADLINE TICKING – BUT IS THE ALARM SWITCHED ON?

- **Have Britain's switched off from ISAs?**
- **7IMagine app celebrates 5th birthday – trying to help address knowledge gap**

As the ISA deadline looms, **Seven Investment Management (7IM)** believes more needs to be done to engage investors with their personal finances, with [HMRC](#) data suggesting Britain's have not been feeling the rush to subscribe to ISAs in recent years – and possibly have their ISA alarms on mute.

HMRC data suggests that the number of adult ISA accounts subscribed to fell last year, from 12.7 million in 2015/16 to 11.1 million in 2016/17. The number of cash ISAs subscribed to fell by 1.6 million and whilst the numbers subscribing to stocks and shares ISAs rose slightly, they are a long way short of the levels seen at the turn of the millennium.

Justin Urquhart Stewart, Co-founder and Head of Corporate Development, 7IM, said: “Ten years on from the global financial crisis, cash ISAs have lost a little of their shine, with painfully low interest rates perhaps contributing to a slow, but steady, decline in subscriptions. Whilst this tax year might prove different, there has been a consistent downward trend, and despite a nine year bull market, ONS data suggests that stocks and shares ISAs are a long way short of their glory days too, in terms of sheer volume of subscriptions.

“With ISA limits now so generous, many couples may be pooling their money into just one account – you can only cut your coat according to your cloth, after all. But without wishing to be too downbeat, from a probate perspective, it is much simpler to use your own ISA allowance, even if you are not using the full amount.

“In short, don't forget your ISA! It is a generous and flexible tax wrapper and there's a good discipline in using ISAs for long term saving – the drop in numbers is a worrying gauge. With the dividend allowance soon to be reduced from £5,000 to £2,000, there's even more of an incentive to use ISAs. More needs to be done to engage investors with their personal finances.”

Cash flow modelling – 7IMagines turns 5

7IM's free app, **7IMagine**, was launched to help investors engage with their personal finances, using technology developed by the experts behind Nintendo 64 classics GoldenEye and Donkey Kong. Investors can use a range of scenarios to see if their finances might be on track, in a very visual way.

The 7IMagine app celebrates its fifth birthday this month. It has experienced regular updates and improvements since its launch in 2013, and racked up a number of industry awards. The *My Future* tool within the app allows anyone to capture details about their own and their families' finances in as little as 10 minutes.

7IMagine illustration:



Ends

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Notes to Editors:

About 7IM

It all began in 2002, with seven of us in a basement establishing Seven Investment Management (7IM) because we couldn't find anywhere we wanted to invest our families' money. Our assets under management now stand at around £12bn (more than doubling since 2013), and we have moved from 'basement' to 'Bishopsgate' in the City of London. There are now around 240 of us.

Radical common sense

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

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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 an offshore version of the fund.
- 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. Again, 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 an offshore version of the fund.
- 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**.
- We also have a range of ‘smart passive’ funds known as the equity value funds. The range includes: the **7IM UK Equity Value Fund**, the **7IM US Equity Value Fund**, the **7IM European (ex. UK) Equity Value Fund** or the **7IM Emerging Markets Equity Value Fund**. These are entirely systematically managed based solely on company fundamentals, the aim being to outperform the relevant passive market cap-weighted alternative by selecting profitable, high-quality, cash-flow generating companies that trade at a discount to their intrinsic value.

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**.

The 7IM funds and Model Portfolios are available through the 7IM Discretionary, Managed Investment, Platform, and Self Invest services, 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. Member of the London Stock Exchange. Registered office: 55 Bishopsgate, London EC2N 3AS. Registered in England and Wales No. OC378740.

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