CLIENT INVESTMENT GUIDE

Our Investment Philosophy: *CARE*

A structured approach to growing and protecting your wealth — built for the real world, not just the spreadsheet.

OUR APPROACH

A Philosophy Built on How People Actually Invest

We work with successful, ambitious people who want to make the most of what they’ve built — and capitalise on the opportunities still ahead. The **CAREphilosophy®** is designed to work in the real world, for clients with a wide range of goals, timeframes and risk profiles.

Traditional investment thinking puts almost all of its weight on asset selection and market timing. In practice, neither explains most of what actually drives your long-term outcome. The bigger — and far more overlooked — factor is **investor behaviour**: the decisions you make, or are tempted to make, along the way.

When markets are booming, investors get excited and buy in at the top. When markets fall, fear takes hold and many sell at the worst possible moment. That emotional rollercoaster can quietly erode decades of wealth-building.

CARE is built to help you stay focused, avoid costly mistakes, and grow your wealth — even when markets feel uncertain. It gives you a structured plan, so you can feel calm, confident and committed to your long-term goals.

THE AIMS OF CARE

Clarity

You understand why you hold every investment in your portfolio — not just what it is, but the role it plays.

Confidence

Your portfolio is built to deliver long-term outcomes aligned with your goals, not to chase short-term headlines.

Discipline

CARE works to overcome the biggest risk to your portfolio — investor mistakes, especially during market highs and lows.

Value

You receive institutional-grade portfolio management, delivered for a below-average cost.

*“In practice, CARE is a simple but sophisticated approach — built for **confidence** in your portfolio’s structure, purpose and results.”*

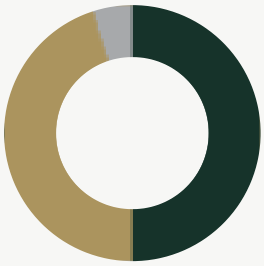
THE REAL RISK

The Real Risk Isn't the Market.
It's How You React.

When markets are booming, investors often feel excited and buy at the top — the most expensive time to buy. When markets fall, fear leads many to sell at the worst possible time. This rollercoaster erodes wealth.

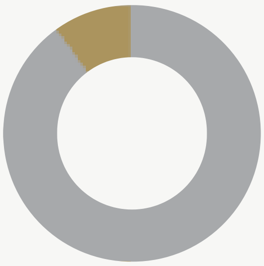
Research from Griffith University found that switching volumes tripled through the pandemic, and at the worst points of the downturn, **over 70% of switches had a negative impact** on the investor.

WHAT DRIVES YOUR RETURN



- Investor Behaviour 50%
- Asset Allocation 45%
- Timing & Selection 5%

TRADITIONAL FOCUS



- Timing & Selection 90%
- Asset Allocation 10%

> *"Around **50% of your investment returns** are shaped by your own behaviour — not by market timing or stock-picking."*

DALBAR's long-running Quantitative Analysis of Investor Behaviour tells the same story. Over the 30 years to 2022:

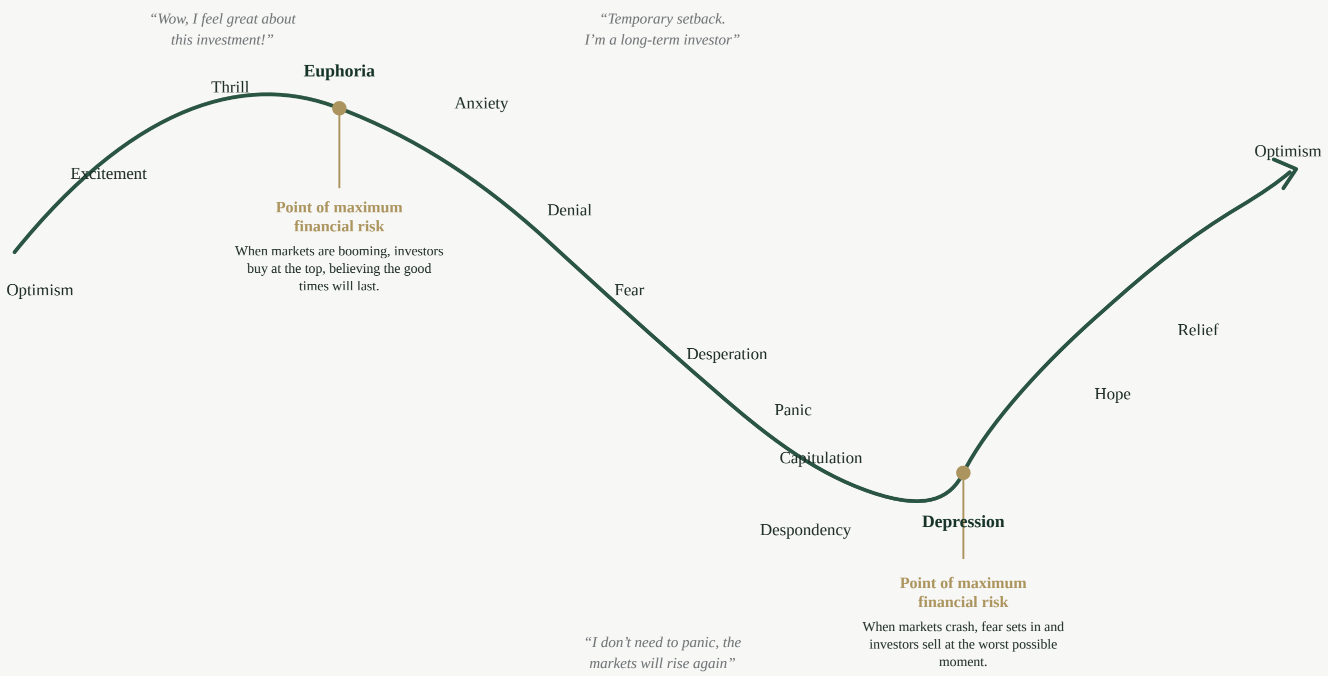
9.7%	6.8%	2.9%
AVERAGE MARKET RETURN P.A.	AVERAGE EQUITY INVESTOR RETURN P.A.	ANNUAL GAP — THE COST OF REACTING

Source: DALBAR's Quantitative Analysis of Investor Behaviour; Griffith University research on investor switching behaviour.

INVESTOR BEHAVIOUR

The Emotional Cycle That Costs Investors the Most

Every market cycle takes investors on the same emotional journey — from optimism, to euphoria, through fear, and eventually back to hope. The danger isn't the cycle itself; it's acting on how it feels at each stage. The two points of greatest temptation — buying at the euphoric peak and selling at the depths of despair — are also the two points of greatest financial risk.



INVESTOR BEHAVIOUR

Investor emotions often lead to poor timing decisions. CARE helps reduce this risk with structure, education and support — so you can make better decisions and avoid the common traps that erode long-term wealth.

Since 1994, DALBAR's Quantitative Analysis of Investor Behaviour (QAIB) — the leading study of its kind — has tracked how real investor decisions to buy, sell and switch affect long-term returns. Year after year, the findings tell the same story: investors underperform the very funds they're invested in, not because the funds underperform, but because of *when* investors move in and out of them. As shown on the previous page, that gap has averaged **2.9% a year** over the past three decades — the quiet, compounding cost of reacting instead of staying the course.

Source: DALBAR Quantitative Analysis of Investor Behaviour (QAIB); Griffith University research on investor switching behaviour. The stages depicted represent a commonly referenced behavioural finance model of market psychology.

THE FRAMEWORK

Four Buckets. One Coordinated Strategy.

CARE splits your portfolio into four complementary sections. Your personal weighting across each is tailored to your goals, timeframe, and risk tolerance — and rebalanced as your needs change.

C

Core Investments FOUNDATION **40–100%***

A low-cost, diversified strategy designed for the long haul. Includes a mix of Australian and international shares, listed property, and fixed interest.

A

Active Investments TACTICAL **0–20%***

Dynamically managed positions that capture opportunities and enhance returns. Our team adjusts where money sits based on market trends and valuations.

R

Reserves & Risk PROTECTION **2–4 years****

Cash and low-volatility holdings that provide stability during downturns, so you're never forced to sell growth assets at the wrong time.

E

Enhanced Returns OPPORTUNITY **0–35%***

Tailored strategies focused on opportunity, aiming to deliver better-than-market returns and consistent income from quality holdings.

* Percentage dependent on your personal risk profile. ** Years of anticipated expenses, dependent on whether you are retired or still working. Core investments form the solid, diversified foundation of your portfolio; the balance across Active, Reserves and Enhanced is set — and rebalanced — according to your circumstances.

*Each bucket plays a different role. Together, they give your portfolio a **solid, diversified foundation** that flexes with markets — without losing sight of your goals.*

GOVERNANCE

Overseen by Experienced Market Professionals

CARE is governed by an investment committee bringing together deep expertise in funds management, risk and compliance, and investor behaviour.

Emmanuel Calligeris
BEc, MBus (Finance) · Chairman

20+ years as CIO at OnePath Investments (ANZ), managing $13 billion in assets.

Rob McGregor
SIA (Aff), ADFP · Founder, CARE

Co-founder of GPS Wealth; architect of CARE over 15 years, managing $100M in client funds.

Grahame Evans
GAICD, DipSM, MBA · Risk & Compliance

35+ years in financial services, specialising in risk and regulatory compliance.

Dr Mark Brimble
BCom (Hons), PhD, CPA, FFin · Independent

Doctorate in capital markets; researches investor behaviour.

PORTFOLIOS

A Portfolio for Every Stage

CAREportfolio
Our core offering — the full CAREphilosophy® in action, combining the right investment behaviour with considered, timely decisions.

CAREessentials
Designed for smaller, growing balances — the same disciplined philosophy, delivered through carefully selected low-cost alternatives.

CAREesg-conscious
Our ethical option — investments selected through a rigorous process to minimise or exclude exposure to ESG risks.

GenuineEdge
For long-term investors and high-net-worth clients seeking enhanced returns through higher-risk, thematic opportunities over a 10–20 year horizon.

GENERAL INFORMATION ONLY — NOT FINANCIAL ADVICE

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