PieFunds

Take an active approach to investment management

► KiwiSaver ► Investment Funds ► Wealth

Our story

Mike Taylor founded Pie Funds with the simple philosophy of outperforming the markets by investing in growth companies.

Having purchased his first shares at the age of 18, Mike went on to grow his own personal portfolio and then that of friends and family. Mike worked in a number of financial roles both here and in the UK.

We are a boutique, New Zealand-owned KiwiSaver, investment fund and wealth manager. Helping Kiwis grow their wealth since 2007, we offer a highly personalised, hands-on approach to growing your wealth by taking the time to understand your goals, your values, your future. We manage your investments so you can focus on what you love. And because we invest alongside you, your success is ours.

Bespoke
Investing isn't one-size-fits-all. We combine expertise with innovative strategies to tailor investments that align with your personal goals.

Boutique
Since 2007, proudly New Zealand-owned, we offer a hands-on, performance-driven approach to grow your wealth. With expert teams in New Zealand, Australia, and the UK, we actively manage your investments – so you don't have to.

For you
We're in this together. With over $120m of our own money invested alongside yours, our success is tied to yours. Because when you win, we win.

Investment options

Investment Funds

If you prefer to pick and choose your funds, we have a number of options available.

We can provide you with in-depth information about each fund to assist you with your choice.

We get closer – to the detail, to the markets, to the businesses we invest in – so you don't have to.

Minimum investment amount: $25,000 per fund

Advice Available: NO YES

Chairman's Fund

If choosing the right mix of funds is not for you, but you like the idea of investing in a diversified manner with a growth focus, then the Chairman's Fund is worth a look.

The Fund seeks to provide investors with long-term capital growth by investing in certain Pie Funds products, which in turn predominantly invest in listed equities globally.

Unlock diversified growth with ease.

Minimum investment amount: $500,000

Advice Available: NO YES

Wealth

Pie Wealth is a personalised service that tailors an investment portfolio to your goals and situation.

Our advice process is designed to create a portfolio that is right for you. One of our experienced Wealth Advisers will listen, talk you through the options, share their insights, and provide solutions to meet your financial goals. Our advisers' disclosure statements are available on request free of charge.

Wealth management for investors who expect more.

Minimum investment amount: $1 million

Advice Available: NO YES

KiwiSaver

Pie KiwiSaver Scheme has four different funds to suit your life stage and help you achieve your investment goals.

Plus, we're proud to offer a fee-free account for members under 13 years old, making it even easier to grow their savings.

We don't follow the market. We work tirelessly to beat it. We're experts at active management. It's easy to forget about your KiwiSaver savings. We never do.

Minimum investment amount: None

Advice Available: NO YES

Our Pie Investment Funds

We have a range of actively managed investment funds with differing risk and return profiles to suit your investment objectives.

Australasian Funds

Growth

Invests predominantly in listed Australasian smaller companies.

Investment timeframe
5+ Years

Risk rating
Higher

Growth 2

Invests predominantly in listed Australasian smaller and medium companies.

Investment timeframe
5+ Years

Risk rating
Higher

Dividend Growth (Closed)

Invests predominantly in listed Australasian smaller and medium companies that pay dividends or will produce cash-flow available for future distributions.

Investment timeframe
5+ Years

Risk rating
Higher

Emerging (Closed)

Invests predominantly in listed Australasian emerging companies.

Investment timeframe
5+ Years

Risk rating
Higher

Global Funds

Global Growth

Invests predominantly in listed international smaller companies.

Investment timeframe
5+ Years

Risk rating
Higher

Global Growth 2

Invests predominantly in listed international large companies.

Investment timeframe
5+ Years

Risk rating
Higher

Growth UK & Europe

Invests predominantly in listed UK & European smaller companies.

Investment timeframe
5+ Years

Risk rating
Higher

Diversified and Fixed Income Funds

Conservative

Invests predominantly in fixed interest securities and some cash, with an allocation to equities.

Investment timeframe
3+ Years

Risk rating
Lower

Chairman's

Invests predominantly in the other Pie Funds products. Minimum investment $500,000.

Investment timeframe
5+ Years

Risk rating
Higher

Fixed Income

Invests predominantly in New Zealand and international fixed interest securities.

Investment timeframe
3+ Years

Risk rating
Lower

Property & Infrastructure

Invests predominantly in listed property and infrastructure securities.

Investment timeframe
7+ Years

Risk rating
Higher

Our Pie KiwiSaver Scheme Funds

The Pie KiwiSaver Scheme has four different actively managed funds to suit every investors' needs

Conservative	Balanced	Growth	Aggressive
Invests primarily in fixed interest and cash, with an allocation to equities.	Invests in equities with a reasonable allocation towards fixed interest.	Invests primarily in international and Australasian equities, along with a cash and fixed interest exposure.	Invests primarily in international and Australasian equities.
Investment timeframe 3+ Years	Investment timeframe 5+ Years	Investment timeframe 7+ Years	Investment timeframe 10+ Years
Risk rating Lower	Risk rating Medium	Risk rating Higher	Risk rating Higher

Choosing the right fund for you

One of the most important decisions that you can make about your KiwiSaver account is the type of fund you are in. When deciding on which fund to choose it's important to consider your investment goals and timeframe as well as how you feel about risk.

The longer you have to invest, the more risk you may be able to tolerate. This is because you have time to ride the ups and downs of investment markets and therefore can be invested in higher risk funds. Higher risk funds can rise and fall over short periods of time however in the long term they tend to grow your balance more than conservative funds.

We recommend that you periodically review your fund choice to ensure it remains best suited for you. Try our online fund chooser tool to help you decide.

Why Pie Wealth

Pie Wealth provides ongoing investment advice on a range of products, including some that are not issued or managed by Pie Funds.

1 Unique Needs and Goals

What we have learnt over the years is that your needs and goals are unique. Everyone has their own story and there are no two stories exactly alike, so getting to know our clients and their uniqueness is something we place a real emphasis on.

2 Focused Client Attention

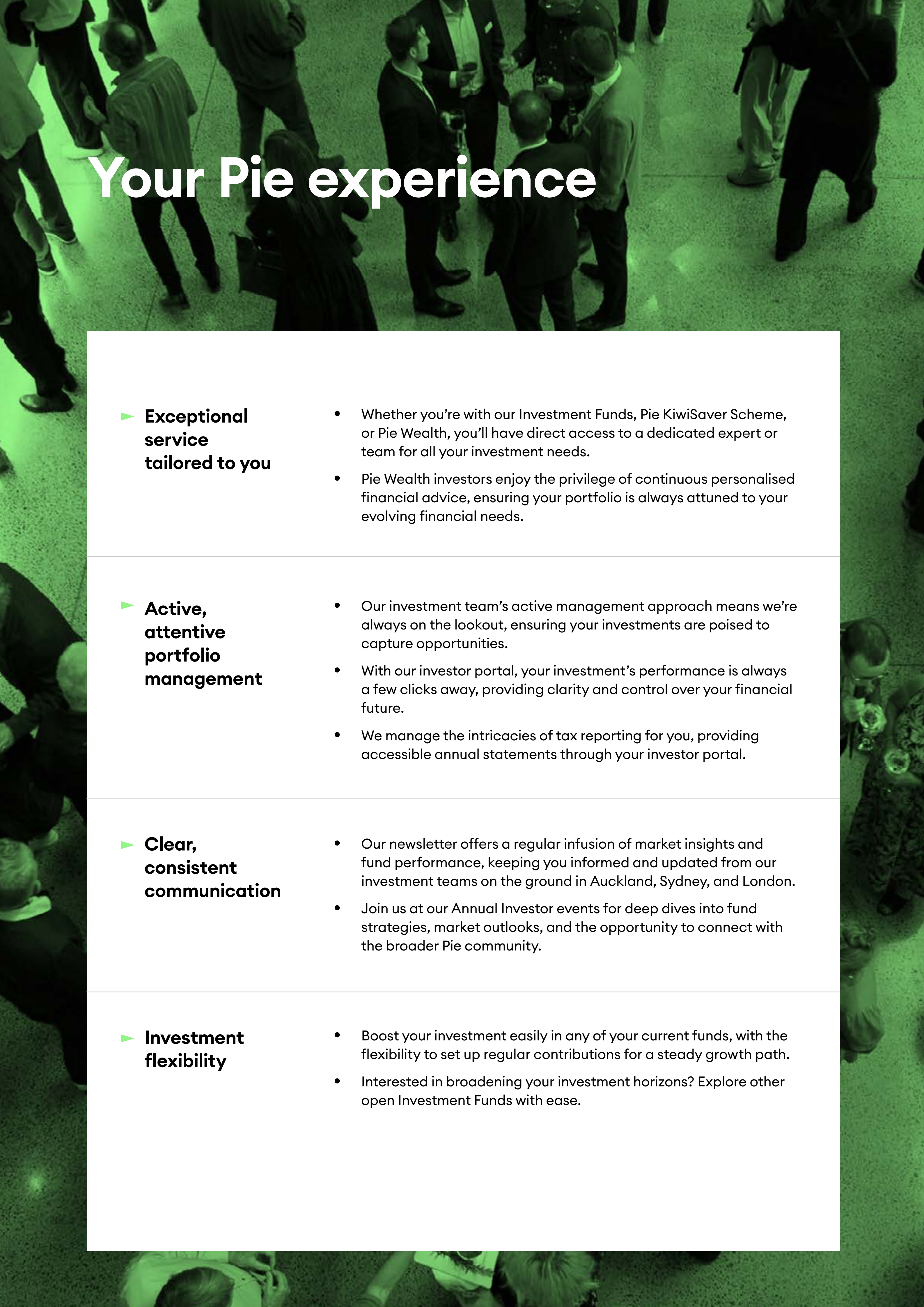
For our Wealth Advisers to do their best possible job and to really know our clients, you can't be just another number. So, we're really intentional about restricting the number of clients our Wealth Advisers manage – ensuring you get the focus and attention you deserve.

3 Individual Relationships and Team Collaboration

While the individual relationship is at the heart of our offering, collaboration is a core part of how we operate as a team. The sharing of ideas, learnings, and insights we take from clients, oversight from our investment committee, all help in making sure we provide our clients with the best possible solutions and overall experience.

4 Independent and Diversified Investments

To create further personalisation, our proposition is not restricted to our own investment products here at Pie. We also include a range of external investments, both passive and active, which we believe complement our in-house expertise. This creates a level of independence, allows us to build portfolios that are sensibly diversified across the key asset classes, and tailored to your situation.



Your Pie experience

Exceptional service tailored to you

- Whether you're with our Investment Funds, Pie KiwiSaver Scheme, or Pie Wealth, you'll have direct access to a dedicated expert or team for all your investment needs.
- Pie Wealth investors enjoy the privilege of continuous personalised financial advice, ensuring your portfolio is always attuned to your evolving financial needs.

Active, attentive portfolio management

- Our investment team's active management approach means we're always on the lookout, ensuring your investments are poised to capture opportunities.
- With our investor portal, your investment's performance is always a few clicks away, providing clarity and control over your financial future.
- We manage the intricacies of tax reporting for you, providing accessible annual statements through your investor portal.

Clear, consistent communication

- Our newsletter offers a regular infusion of market insights and fund performance, keeping you informed and updated from our investment teams on the ground in Auckland, Sydney, and London.
- Join us at our Annual Investor events for deep dives into fund strategies, market outlooks, and the opportunity to connect with the broader Pie community.

Investment flexibility

- Boost your investment easily in any of your current funds, with the flexibility to set up regular contributions for a steady growth path.
- Interested in broadening your investment horizons? Explore other open Investment Funds with ease.

How to invest with Pie's Investment Funds

STEP 1

Complete the online application form
Read the Product Discloser Statement (PDS) for your choosen fund(s) and apply online.

STEP 2

Deposit your funds
We confirm approval of your application by email and provide our Trustee's bank account details to deposit your funds for investment. This approval process takes 1-2 business days following receipt of your completed documents.

STEP 3

Purchasing Units

We will confirm receipt of your funds by email.

You will receive the entry price applicable to the business day we receive your cleared funds. This is also referred to as the unit price date.

Providing you make an electronic payment on a business day (and prior to bank cut off times), confirmation should be the following day.

COMPLETED

How to join the Pie KiwiSaver Scheme

STEP 1

Review your fund options

Read the Pie KiwiSaver Scheme Product Disclosure Statement and ensure you know which fund you want to invest in.

You can use our online fund chooser tool to help you decide.

STEP 2

Complete the online application

Apply online on our website.
Please ensure you have the following documents to hand:

- Passport or Drivers Licence
- IRD number

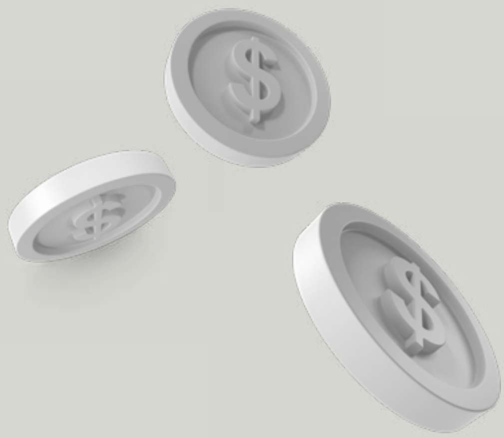
STEP 3

Account opening

You will receive a confirmation email once your application has been submitted. You will then receive an email with details on how to gain access to your KiwiSaver portal in which to view transactions and investment performance.

COMPLETED


Market Insights
BOTT
COLLECTIONS
Thames &Hudson



Pie Funds

– a smarter way of investing with PIEs

Maximise your slice of the Pie

Founder and CIO, Mike Taylor, shares the history behind the Pie Funds name and why it transcends mere corporate identity.

When I first started Pie Funds in 2007, I received plenty of jokes and some genuine confusion, "What do you mean, you don't sell mince and cheese!". But 17 years on, "Pie" has grown to over $2 billion* in funds under management from everyday Kiwis just like you, and the name "Pie Funds" carries much greater awareness, not just because of our name!

The history of the name

Behind every good name is a story; here's the story of how Pie Funds got its name.

Back in 2007, well before the iPhone became mainstream, when I was dreaming of being an investment manager, I thought a good name for my business would be ANZAC Funds. A strong name that showed we were focused on Australian and New Zealand investments. But when I heard about the new tax regime, called PIE, or Portfolio Investment Entity, I thought that would be a clever and catchy name with the added bonus of anyone googling "pie fund" seeing my business pop up at the top of the results. I couldn't believe my luck when I checked the Companies Office!

I registered the name right there and then on the 9th of July 2007.

Fast forward to today, and we've made our "Pie Funds" investors around $700m* in wealth, so thank you to all our loyal supporters. So why am I writing about the name now? Following the trust tax rate increase on 1 April 2024, investors, advisers and accountants are becoming increasingly interested in PIEs.

What is a PIE (Portfolio Investment Entity)?

A PIE is a pooled investment vehicle such as a managed fund, that meets specific criteria set by the Inland Revenue. PIEs generally offer exposure to various asset classes, such as cash, fixed income, or shares, with some holding a mix of these assets. PIEs can provide diversification through the assets they hold, providing benefits that help to manage risk whilst also enhancing returns, and through effective portfolio implementation and rebalancing. KiwiSaver Funds are usually PIEs for this reason.

An important feature of PIE funds is their intended tax advantage vs individual and trust tax rates. Investment income in PIE funds is taxed at a maximum rate of 28%, compared to the top personal tax rate of 39% for individuals earning over $180,000 per year. Starting 1 April 2024, trusts earning net income above $10,000 annually will also be taxed at 39%, an increase from the previous 33% rate, and significantly higher than the PIE funds maximum rate of 28%.

Strategic and efficient portfolio construction

By strategically assessing your portfolio and reallocating some investment assets into funds with a PIE structure, you may benefit from the capped top tax rate of 28%. This, combined with the diversification benefits which most PIE funds typically provide, can be a compelling strategy navigating today's investment landscape. Of course, the tax efficient nature of an investment isn't the only consideration when constructing your portfolio.

Achieve Your Financial Goals with Pie Funds

We'd love to talk further with you about your financial goals and objectives. Pie Funds offers a diverse range of products to suit every investor's needs. Our product suite covers Australasian equities, global equities, property & infrastructure and fixed income (cash and bonds) and also KiwiSaver.

Get in touch today to discuss your portfolio and how we can become your trusted PIE fund manager.

Mike Taylor
Founder and Chief Investment Officer

Pie

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