



Your wealth, our priority

---

▶ KiwiSaver

▶ Investment Funds

▶ Wealth

---

“Bespoke wealth advice  
to help you create the  
life you want.”



**Mike Taylor**

Founder and Chief Investment Officer



# Our story

Mike Taylor founded Pie Funds back in 2007 and since that time we have created a brand separate and distinct from the styles of most fund managers. Our goal is to focus first and foremost on client returns, and to provide investors with outstanding client service.

## ► Unique Approach to Funds Management

We offer our investors a unique approach to funds management, and believe this sets us apart from the rest.

## ► Launch of Pie Wealth

When we launched our Pie Wealth offering in April 2018 we had the same goal in mind. The service was created because we had clients approaching us and asking for advice on investment suitability, risk tolerance and how our funds would assist them with their goals. Our Wealth proposition aligns with this, and provides ongoing investment advice on a range of products, including those not offered by Pie Funds.

## ► Tailored Recommendations

Each client is unique, and our recommendations are tailored to their goals, circumstances and risk profile. Knowing this, our Wealth Advisers will guide you through the different stages of life, whether it's growing your wealth, providing an income or safeguarding your capital in retirement.

## ► Success Defined by Personalization

Success at Pie Wealth is not defined by how big we get. In fact, we don't want to be the biggest, providing a highly personalised offering for each of our clients is our priority and therefore staying true to Pie Funds philosophy.

## ► Long-Term Partnership

Ultimately, our goal is to partner with our clients over the long term, navigating the ups and downs of markets, the different stages of life, which many of course which will be significant, and to see you reach your financial and personal goals, whatever they may look like.

We look forward to talking with you, and sharing more about how we can partner with you.



**Michelle Lopez**  
Head of Australasian Equities  
and Portfolio Manager (AU)

**Mike Taylor**  
Founder and Chief Investment  
Officer (NZ)

**Guy Thornewill**  
Head of Global Research (UK)

**Ana-Marie Lockyer**  
CEO and Board Director

# Why Pie Wealth

You will hear us talk about this a lot across our team, that the Pie Wealth experience is founded on a personalised relationship.

## ► 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.

## ► 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.

## ► 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.

## ► 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.



**Simon Hepple**  
Wealth Adviser



**Mark Bull**  
Wealth Adviser

# Our approach to advice

## ► Personalised wealth management

Pie Wealth provides ongoing investment advice on a range of products, including some that are not issued or managed by Pie Funds. Each client is unique and our recommendations are tailored to your goals, circumstances and risk profile.

- Our Wealth Advisers will guide you through the different stages of life, whether it's growing your wealth, providing an income or safeguarding your capital in retirement.
- The advice process is designed to make sure your portfolio aligns itself with your circumstances, risk profile, and your goals. Getting you invested appropriately is a key focus for us, but it doesn't stop there.
- The advice we provide is ongoing. Review and rebalancing processes are an essential part of our offering. This helps ensure the advice provided continues to meet your objectives and goals over time.
- Disclosure statements from our Wealth Advisors are available on request, free of charge.



**James Paterson**  
Chief Client Officer

## ► What's included

- A written Statement of Advice on how to achieve your financial goals.
- Access to Pie Investment Funds and other investment products.
- Personalised investment advice and regular meetings with your Wealth Adviser.
- An online portfolio platform to view your investments at any time.
- Full administration and independent custody of your holdings (i.e. your money is not held with Pie directly).
- Monthly fund updates.
- Semi-annual reports and annual tax report.
- Invitations to client events.



## **Pie Funds Management Limited**

Level One, 1 Byron Avenue  
PO Box 331079  
Takapuna 0622  
Auckland, New Zealand

Telephone: 0800 586 657  
+64 9 486 1701

Email: [clients@piefunds.co.nz](mailto:clients@piefunds.co.nz)  
website: [www.piefunds.co.nz](http://www.piefunds.co.nz)

Information is current as at 31 July 2024. Pie Funds Management Limited is the manager and issuer of the Pie Funds Management Scheme and Pie KiwiSaver Scheme (the Schemes). The product disclosure statement for the Schemes can be found at [www.piefunds.co.nz](http://www.piefunds.co.nz). Any advice is given by Pie Funds Management Limited and is general only. Our advice relates only to the specific financial products mentioned and does not account for personal circumstances or financial goals. Please see a financial adviser for tailored advice. You may have to pay product or other fees, like brokerage, if you act on any advice. As manager of the Schemes' investment funds, we receive fees determined by your balance and we benefit financially if you invest in our products. We manage this conflict of interest via an internal compliance framework designed to help us meet our duties to you. For information about how we can help you, our duties and complaint process and how disputes can be resolved, or to see our product disclosure statement. Please let us know if you would like a hard copy of this disclosure information. Past performance is not a reliable indicator of future returns. Returns can be negative as well as positive and returns over different periods may vary.

The information is given in good faith and has been derived from sources believed to be reliable and accurate. However, neither Pie Funds Management Limited nor any of its employees or Directors gives any warranty of reliability or accuracy and shall not be liable for errors or omissions herein, or any loss or damage sustained by any person relying on such information, whatever the cause of loss or damage. No person, including the Directors of Pie Funds, guarantees the repayment of units in the fund or any returns of units in the fund.