



# Shadow Investment

An opportunity to copy our fund trades.

**ISACO**  
LET'S GROW WEALTH TOGETHER.

# About ISACO

ISACO are a specialist in ISA and SIPP Investment and together with our clients have an estimated £75 million actively invested<sup>1</sup>. Our 'Shadow Investment Service' gives you the opportunity to look over our shoulder and buy the same funds that we personally own.

We are a small, warm and friendly investment company that was started back in 2001 by brothers Stephen and Paul Sutherland. Stephen, a bestselling

investment author and Paul are known as two extremely likeable, down to earth individuals who both live in Manchester. Our main office is situated on King Street, arguably one of the best and most exclusive streets in Manchester city centre. We are authorised and regulated by the Financial Conduct Authority (FCA). ISACO's FCA firm reference number is 525147.

<sup>1</sup> Internal estimation taken January 1st 2015 of total ISA and pension assets owned by the ISACO Investment Team and ISACO premium clients.

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A photograph of two men, Stephen Sutherland and Paul Sutherland, standing and smiling at each other. Stephen is on the left, wearing a black suit, white shirt, and red tie. Paul is on the right, wearing a black suit, white shirt, and gold tie. The background is a plain, light-colored wall.

Stephen Sutherland,  
Lead Investor

Paul Sutherland,  
Managing Director

"I liked meeting the Sutherland brothers and their colleagues, very professional yet humble and genuine people who take a real interest in their clients."

Stephen Swinbank, Trustee,  
NCR Ltd pension fund



Shadow Investment:  
As we grow  
our wealth, you  
grow yours

ISACO are a specialist in  
ISA and SIPP Investment and  
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have an estimated £75 million  
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<sup>2</sup> Internal estimation taken January 1st 2015 of total ISA and pension assets owned by the ISACO Investment Team and ISACO premium clients.

An opportunity  
to look over  
our shoulder

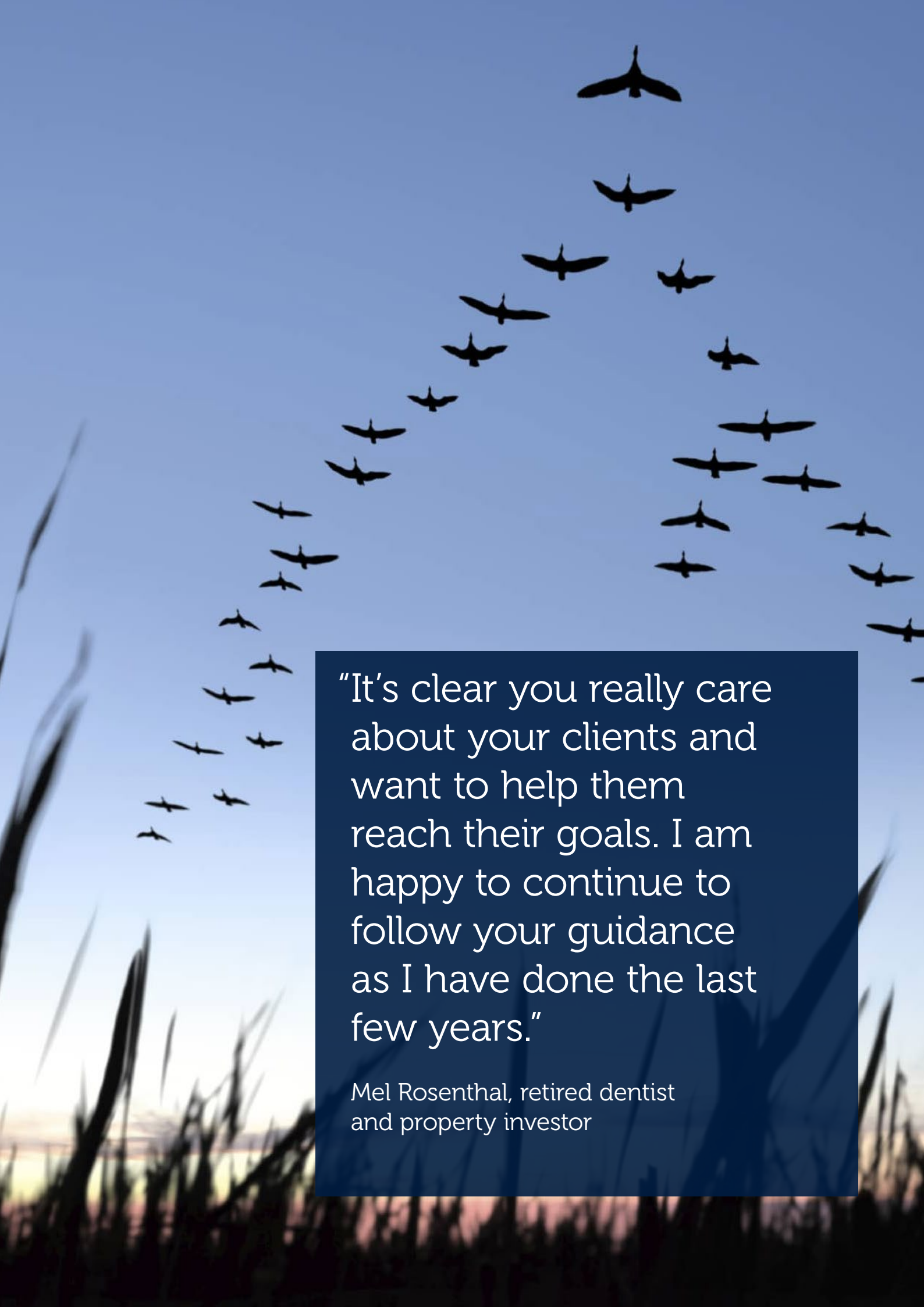
Our 'Shadow Investment Service' gives you the opportunity to look over our shoulder and buy the same funds that we personally own. As we grow our wealth, you grow yours.



## A chance to copy our fund trades

Throughout the year you get to see what we are doing with our own personal money and if you agree with our fund pick, you have the chance to copy the trade.





"It's clear you really care about your clients and want to help them reach their goals. I am happy to continue to follow your guidance as I have done the last few years."

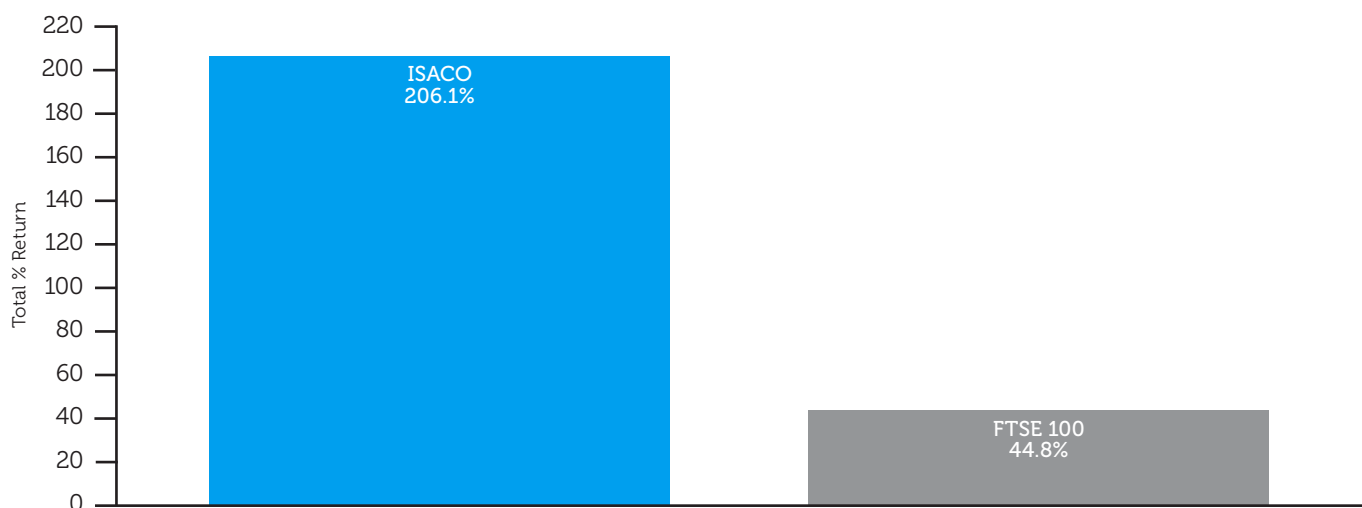
Mel Rosenthal, retired dentist  
and property investor

Beaten the  
FTSE 100 by  
2.9% per year

Since beginning investing back in 1997<sup>3</sup>, to the close of 2022, we've beaten our benchmark, the FTSE 100, on average by 2.9% per year. Past performance is no guarantee of future performance.

<sup>3</sup> January 1st 1998 - December 31st 2022. Total return over 25 years: ISACO 206.1% vs FTSE 100 44.8%. ISACO outperformed their benchmark (the FTSE 100) on average over a 25-year period by 2.9% per year.

### 25 Year (Since inception) Total Investment Performance



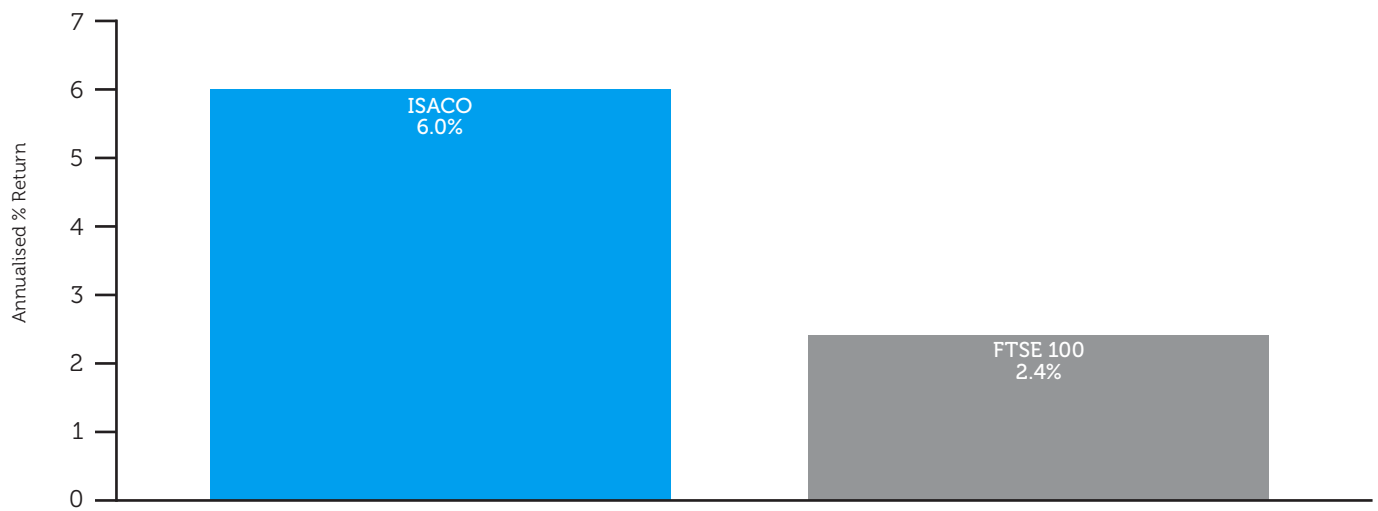
January 1st 1998 – December 31st 2022.

## 10 year performance

We are delighted with the returns we've made over the previous ten years<sup>4</sup>. From the beginning of 2013 to the end of 2022, we averaged 6.0% per year versus the FTSE 100's 2.4% per year.

<sup>4</sup> January 1st 2013 – December 31st 2022.

### 10 Year Annualised Investment Performance



January 1st 2013 – December 31st 2022.

## A close personal relationship


All clients enjoy unrestricted access to both Stephen and Paul Sutherland, ISACO's two founders. This gives you the peace of mind of knowing you'll always be dealing with the most senior members of the company.



## Fanatical about client care

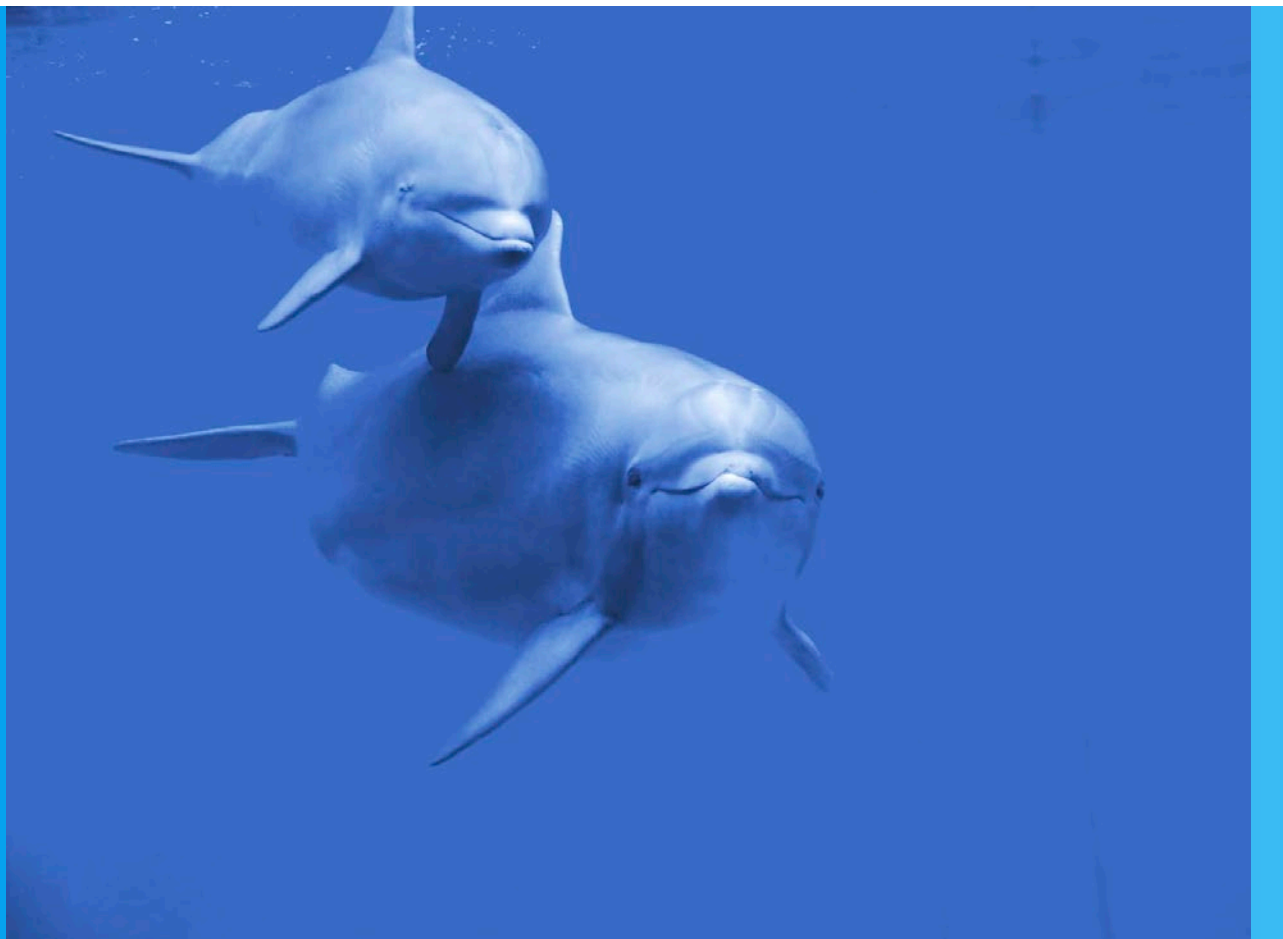
We are fanatical about client care which ensures lightning quick response times to any questions or concerns you may have. We offer the potential for attractive long-term returns combined with a warm, responsive and highly personal service.





"Stephen spent almost an hour discussing many aspects of investing and all at no charge. Personal care, guidance and insight of this quality is invaluable to me as an investor."

Brad Gibbs, Project Control Consultant



## Tax-efficient Investing

One of the secrets to our impressive returns is to buy our funds using 'wrappers' such as Individual Savings Accounts (ISAs) and Self Invested Personal Pensions (SIPPs). Both of them are perfect for helping to boost your annual investment returns.



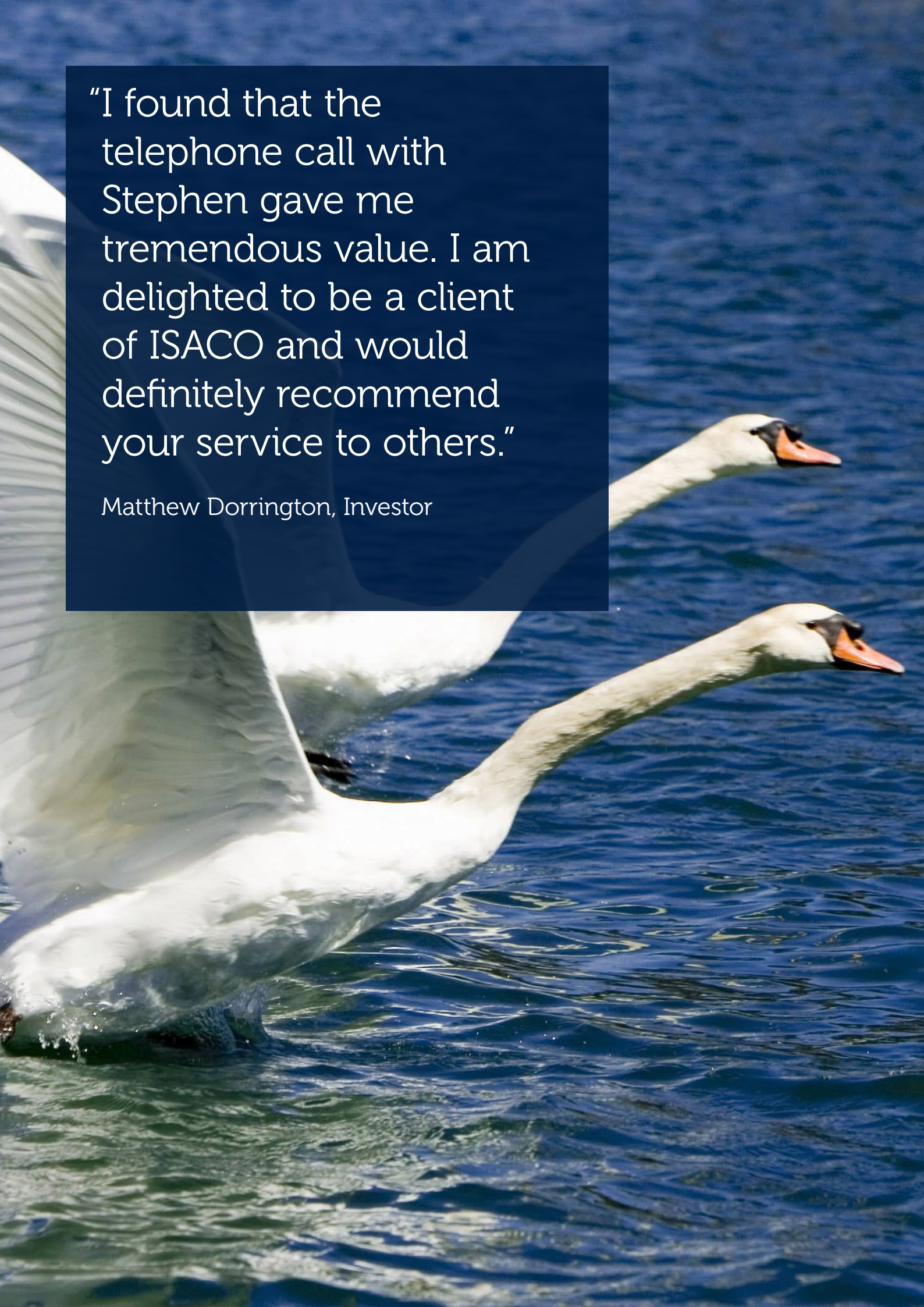
## Investment aims to suit your objectives

Shadow Investment can be tailored to suit two types of clients. For example, our more adventurous clients aim for 6-8% per year, while our more risk averse clients aim for 4-6%.

## Enjoy more control

You manage your own investment fund portfolio with our guidance. We do not hold or control your money which means you control your own investment account and you have the option of trading from a platform of your choice.



A photograph of two white swans swimming in deep blue water. The swan in the foreground is in profile, facing right, with its long neck extended. Its white feathers are visible, and it has a bright orange beak. The second swan is slightly behind and to the right, also facing right. The water has small ripples and reflects the light. A dark blue rectangular box is overlaid on the left side of the image, containing white text.

"I found that the  
telephone call with  
Stephen gave me  
tremendous value. I am  
delighted to be a client  
of ISACO and would  
definitely recommend  
your service to others."

Matthew Dorrington, Investor



Start small and  
invest more as your  
confidence grows

Most of our clients are happy to invest in the same funds as us, however you do not have to follow us exactly to the letter if you don't want to. You have the freedom to invest as little or as much money as you like. You can start small and, as your confidence builds, you can invest larger amounts.



## Infrequent trading

In a typical year, we make only a few switches in our portfolio, which means trading activity is infrequent. We invest in actively managed investment funds, allowing a wider diversification to our portfolio, whilst at the same time helping to lower risk.

"If you are looking for a company with a deep understanding of the stock market, market cycles, the best time to buy and the best time to be in safer investments, ISACO hit the mark."

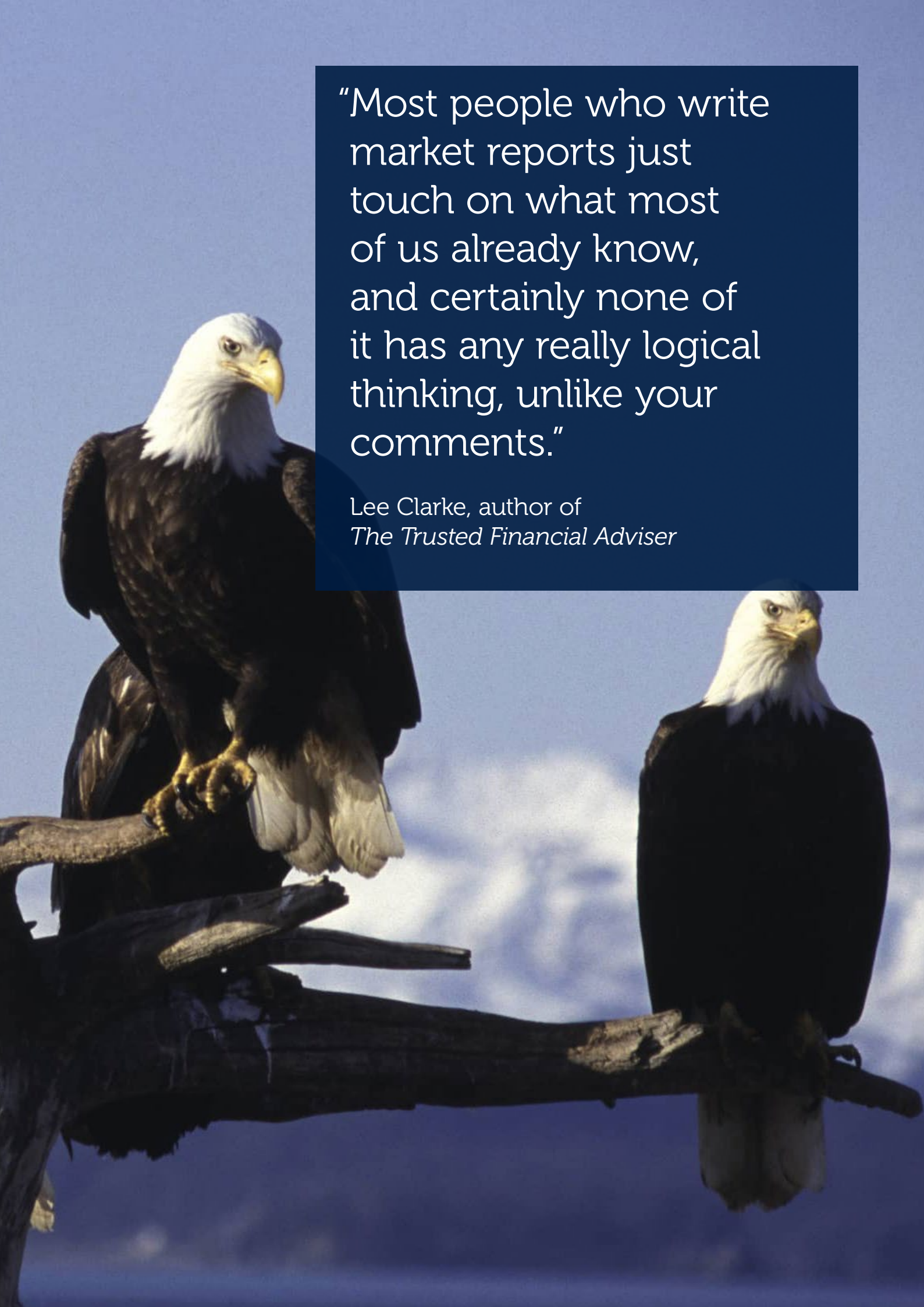
Bob Liddell, retired business owner





You'll be in  
good company

Our service has been designed for self-directed investors who currently have over £250,000 actively invested. The majority of our current clients are business owners, self-employed professionals and corporate executives. We also have clients from the financial services sector such as independent financial advisers.

Two bald eagles are perched on a dark, weathered branch. The eagle on the left is in the foreground, facing slightly to the right. The eagle on the right is further back, also facing right. Both eagles have white heads and necks with dark brown bodies. The background is a clear blue sky with some light, wispy clouds.

"Most people who write market reports just touch on what most of us already know, and certainly none of it has any really logical thinking, unlike your comments."

Lee Clarke, author of  
*The Trusted Financial Adviser*



## How much does the service cost?

Shadow Investment is a premium service that comes at a low cost. There are no fees to pay for performance, no initial charges<sup>5</sup>, no upfront fees<sup>6</sup>, no switching fees, no exit fees and no 'per hour' charges. The only fee you have to pay is a service fee which is typically 1%<sup>7</sup> per year.

<sup>5</sup> Initial charges on investment funds.

<sup>6</sup> For portfolios of £250,000 and above.

<sup>7</sup> For portfolios of £250,000 and above.

## An easy way to pay for the service

You'll probably be pleased to know that as well as the service being low cost, you also have the option of paying for the service through your ISA or SIPP investment account.

We look forward to welcoming you on board.



“Follow the trend –  
the trend is your friend”

Jesse Livermore, legendary  
stock market investor



## Investment philosophy

We have an active investment strategy which aims to control risk and deliver superior performance.

The investment team invest in a number of actively managed funds to form a complete investment portfolio. The team, led by Stephen Sutherland select what they believe to be the best funds in each asset class, monitor all the investments selected, replacing under-performers and continuously rebalance the portfolios, with the aim of maximising growth potential and managing risk.

In selecting the top experts in a market, country or sector, we create optimum diversification and improve risk management.



## Company mission

Together we aim to build an investment company that's fair, transparent and honest. We believe that our reputation as an ethical, trustworthy service provider is essential to our core purpose of helping you achieve your financial objectives.

## Our mission for you

To help you achieve your financial objectives.

## Our values

Our values underpin every element of our business and are the solid base upon which we build a relationship with you.



### Togetherness

Our service allows you to look over our shoulder and buy the same funds that we are buying. When we are thinking of buying a new investment, we alert you so that you have the opportunity to buy it on the same day that we buy it. We also tell you when we are planning to exit the investment.



### Integrity

Our reputation as an ethical, trustworthy service provider is essential to our core purpose of helping you achieve your financial objectives.



### Expertise

You receive clear daily guidance from an investment team with an impressive track record and a history of 'beating' the FTSE 100<sup>8</sup>.

<sup>8</sup> January 1st 1998 - December 31st 2021. Total return over 24 years: ISACO 232.3% vs FTSE 100 43.5%. Annualised return over 24 years: ISACO 5.0% vs FTSE 100 1.5%. ISACO outperformed their benchmark (the FTSE 100) on average over a 24-year period by 3.5% per year.



## Togetherness

As we grow our wealth,  
you grow yours. Together  
we prosper.

You have the opportunity to buy the same funds  
that we are buying.

We share the good times and the difficult ones.  
We climb the mountain together.

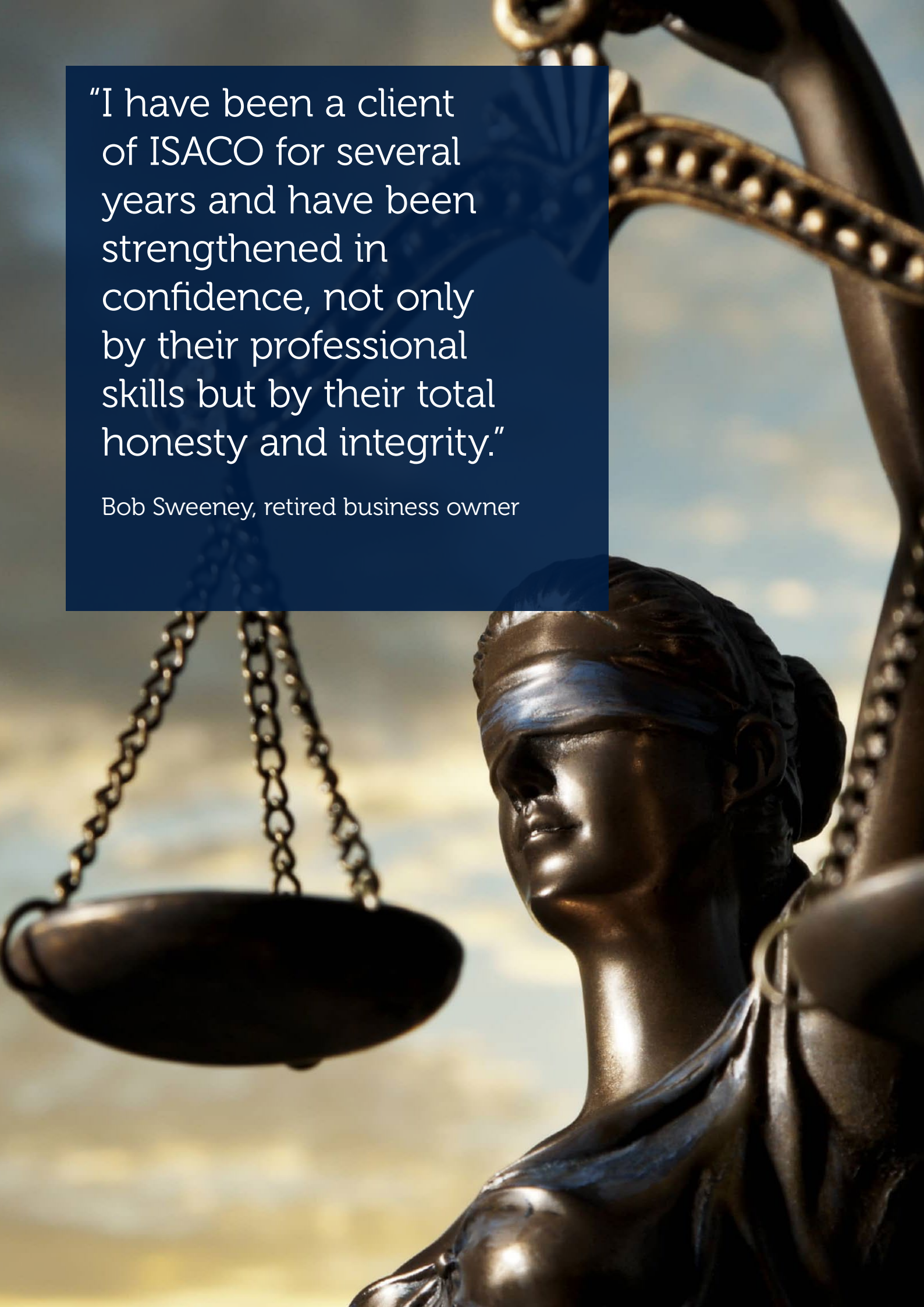
It's a partnership, it's companionship, it's teamwork,  
it's togetherness.

Togetherness means warmth, closeness, friendliness  
and care.

Our aim is to build solid working relationships  
that are intensely personal, helping us to retain  
clients throughout life-long investment cycles.

Our aim is to engage with you in the same way  
you'd engage a family member.

This gives you peace of mind – knowing we will  
always be on your side and always act in your  
best interests.



"I have been a client  
of ISACO for several  
years and have been  
strengthened in  
confidence, not only  
by their professional  
skills but by their total  
honesty and integrity."

Bob Sweeney, retired business owner

# Integrity

A person of integrity is one who practices and speaks the truth at all times and keeps the promises they make – helping to create and maintain trust.

We are completely independent of all other institutions and by not holding client assets, we avoid conflicts of interest.

Honesty in professional services relationships is paramount.

As stated in our company mission, our aim is to build an investment company that's fair, transparent and honest.

We believe that our reputation as an ethical, trustworthy service provider is essential to our core purpose of helping you achieve your financial objectives.





## Expertise

Stephen Sutherland, ISACO's Lead Investor and Chief Investment Strategist has extensive experience and has been investing in ISAs since 1997.

He has also achieved an enviable record of 'beating' indices such as the FTSE 100<sup>10</sup>. Our aim is to help you achieve your financial objectives by offering clear daily guidance and continuous market insights from a star-performing investment team.


This gives you the potential to make better investment decisions throughout the year.

You receive clear daily guidance from an investment team with an impressive track record and a history of 'beating' the FTSE 100<sup>9</sup>.

Our aim is to help you achieve your financial objectives by offering clear daily guidance and continuous market insights from a star-performing investment team.

This gives you the potential to make better investment decisions throughout the year.

<sup>9, 10</sup> January 1st 1998 – December 31st 2022. Total return over 25 years: ISACO 206.1% vs FTSE 100 44.8%. ISACO outperformed their benchmark (the FTSE 100) on average over a 25-year period by 2.9% per year.

A photograph of three dolphins leaping from the water. The central dolphin is in mid-air, its body arched, with its dorsal fin clearly visible. To its left, the head and snout of another dolphin are visible, looking towards the central one. To the right, the back and dorsal fin of a third dolphin are visible. The water is a vibrant blue with white foam and splashes around the dolphins.

"When it comes to investment, it is hard to tell who is good – but I have been very impressed with Stephen, his record and the logic of his approach."

Richard Koch, bestselling author



## Our credo

Our credo challenges us to put the needs and well-being of the people we serve first.

### People first

If we focus on helping all of our stakeholders achieve their goals, the company will achieve its goals at the same time. People first, products second, profits third.

### Products second

We want to create the best products and services to help our clients achieve their financial objectives.

### Profits third

If our focus is on people first and products second, profits will inevitably follow.



## Shadow Investment: As we grow our wealth, you grow yours

ISACO are a specialist in ISA and SIPP investment and together with our clients have an estimated £75 million actively invested<sup>11</sup>.

Our Shadow Investment service gives you the opportunity to look over our shoulder and buy the same funds that we personally own, effectively piggybacking on our expertise.

We are extremely proud of our long and short term 'market beating' performance. Over the last ten years<sup>12</sup>, we made an average annual return of 6.0% versus the FTSE 100's 2.4% and since beginning investing back in 1997<sup>13</sup>, we've outperformed the FTSE 100 by 2.9% per year.

### Get in touch

If you have over £250,000 actively invested, [click here](#) to arrange a free financial review (valued at £495) with Paul Sutherland, ISACO's Managing Director.

<sup>11</sup> Internal estimation taken January 1st 2015 of total ISA and pension assets owned by the ISACO Investment Team and ISACO premium clients.

<sup>12</sup> January 1st 2013 – December 31st 2022.

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If particular stocks or investment funds are mentioned, they are mentioned only for illustrative and educational purposes. ISACO Ltd offer non-advised sales. These refer to a situation where no personal recommendation is made and the client is left to decide how they wish to proceed.

Please note that we do not provide advice, and therefore, are not required to assess the suitability or appropriateness of investments that you choose. This means you do not benefit from the protection of the FCA's rules on assessing suitability. If you have received a recommendation from your adviser they will be responsible for the suitability of the recommendation.

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The value of a fund and the income from it can go down as well as up, so you may get back less than you invested. If your fund invests in overseas markets, changes in currency exchange rates may affect the value of your investment. If your fund invests in small and emerging markets, these can be more volatile than other, more developed, markets. Past performance is not a guide to future returns. Due to the greater possibility of default, an investment in corporate bonds is generally less secure than an investment in Government bonds. Default risk is based on the issuer's ability to make interest payments and to repay the loan at maturity. Default risk may therefore vary between different government issuers as well as between different corporate issuers.

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