

Aberdeen Asset Management Cowes Week 2015
8-15 August 2015, Cowes, Isle of Wight.



Aberdeen – asset management is our business

Fourth quarter 2015

Who we are

Aberdeen Asset Management is a global asset manager and a FTSE 100 company. We are based in 26 countries with 37 offices, over 750 investment professionals and around 2,790 staff overall. Our assets under management were \$429.7bn as at 30 September 2015.

As a pure asset manager, without the distractions of other financial services activities, we are able to concentrate all our resources on our core business. We believe this is key to our performance. Assets are only managed for third parties, not our own balance sheet, which allows us to focus on clients interest first and foremost.

We dislike unnecessary obscurity and complexity so our investment processes strive to be simple and clear. We aim to seek out investments that display those qualities too. Finally, we focus on taking a long-term view of our investments.

What we do

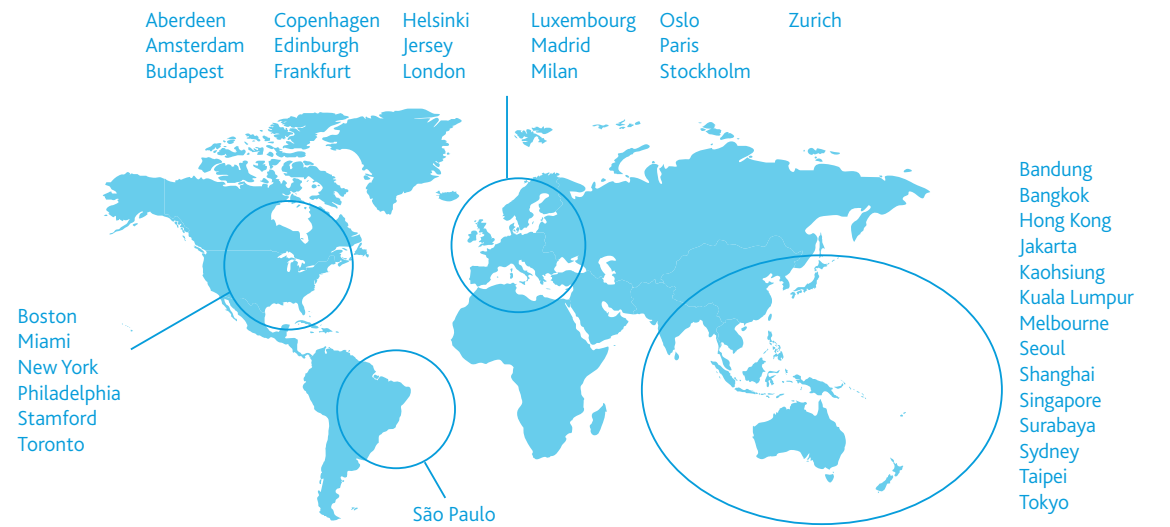
Our business is predominantly the active management of financial assets, using first-hand research to make our investment decisions.

Active investment spans equities, fixed income securities and property, sharing resources and a common investment approach.

We have also developed a solutions business that can blend our abilities across different asset classes to provide tailored investment outcomes to meet specific client needs. This can incorporate skills in both quantitative equities and alternatives.

Our investment expertise is delivered through both segregated and pooled products – allowing us to serve a range of clients from institutions to private investors.

Global reach, local understanding



At Aberdeen we value plain-speaking and common sense. You should find our products straightforward and easy to understand.

There’s no right way to invest. But we’ve found there’s an information advantage in understanding global markets from the local level up, with investment and client service staff based in or near the territories in which we invest.

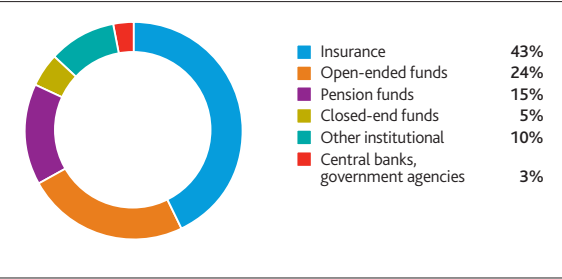
Our 750 investment professionals in 26 countries provide a complete picture of financial market trends, risks and opportunities.

Close-knit teams, clear investment processes and flat structures are important to us. As a group, we have the scale to provide global coverage of financial markets, yet we are small enough to focus on each and every portfolio decision.

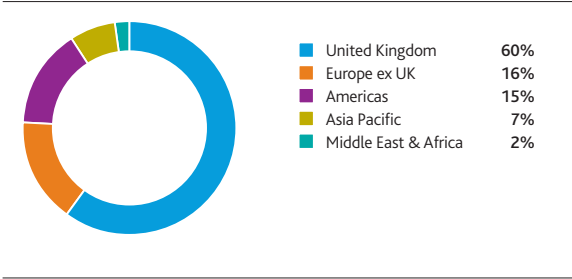
Most of all, we aim to grow our clients’ assets in a way that’s sustainable. With well-resourced teams and clear processes, backed by a stable global business, we look to be a long-term investment partner.

Our clients include banks, national and corporate pension funds, sovereign wealth funds and other investment institutions, plus intermediaries managing money for private investors.

Assets by client type



Assets by domicile



Source: Aberdeen Asset Management PLC.
 Figures as at 30 September 2015. Percentages may not total 100% due to rounding.

Our investment approach

Main asset classes

	Style: active	Presence: global	Process: diligence and freedom	Focus: long-term results	Organisation: team structure
Equities	Active management. Bottom-up stock picking.	Local presence in all main global markets.	Bottom-up evaluation of business model and management quality.	Long-term mind set. Low transaction costs.	Team approach with disciplined screening. Allows cross-coverage of portfolios and increases objectivity.
Fixed income	Active management, multiple sources of value with diversified risk.	Located on-the-ground across all three major time zones.	First hand research, combined with a clear and disciplined approach to risk and value.	Fundamental analysis is key to delivering long-term value.	Teams in three regions deliver local insight – giving global teams access to best investment ideas.
Property	Active management across sectors and geographies.	Local presence in all main time zones/markets.	Advanced top-down research guiding local structured opportunity spotting.	Aims for superior risk-adjusted returns, by focusing on quality and not general market exposure.	Local investment teams working to shared risk parameters.

Solutions

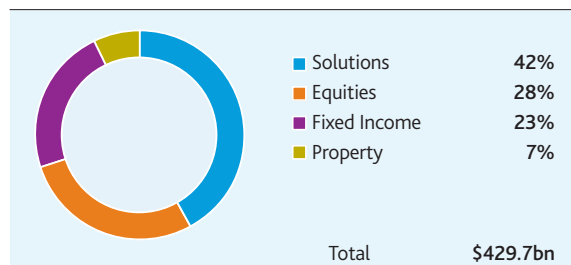
	Style: primarily active	Presence: first-hand	Process: diligence and focus	Focus: long-term results	Organisation: cross-disciplinary
Investment solutions	Active multi-asset strategies, blending Aberdeen and external managers as appropriate.	Operating globally from the UK, US, Singapore and Tokyo.	Proprietary judgmental and quantitative research, robust portfolio construction.	Outcome orientated approach, helping clients solve investment issues.	Three functional pillars: investment markets, managers and bespoke portfolio construction.
Alternatives	Active management across public and private investment universes.	Represented in all key areas of investment globally.	High quality fundamental, proprietary due diligence across all alternative assets and strategies.	Aims to deliver consistent risk-adjusted diverse returns throughout the market cycle.	Collaborative investment desks based globally, sharing local and strategy-specific insight.
Quantitative investments	Passive and lower-risk active, as well as derivative and fundamental indexation strategies.	Strong technical team based in Edinburgh.	Blends efficient portfolio construction, with skilled rebalancing and risk management.	Discipline and rigour are the key qualities of our investment philosophy.	Multi-strategy team sharing quantitative insights to build efficient portfolios.

Asset breakdown

Clients access our investment expertise within three main asset classes: equities, fixed income and property.

Our Solutions business blends our skills across asset classes (including quantitative investments and alternatives), markets and manager selection to meet specific client goals.

Assets



Equities

We use intensive first-hand research to find quality companies at the right price – aiming to hold them for the long term.

Fixed income

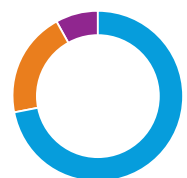
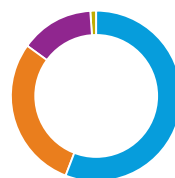
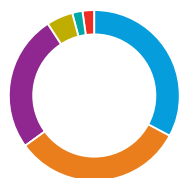
Fixed income performance is as much about avoiding losses as picking winners. We invest to seek attractive returns relative to the possibility of loss.

Property

We add value through active management, top-class research and a local presence. Our rigorous process is applied across regions and sectors.

Solutions

Aberdeen Solutions is made up of three separate divisions operating across: Investment Solutions, Quantitative investments and Alternatives.



Source: Aberdeen Asset Management PLC.

Figures as at 30 September 2015. Percentages may not total 100% due to rounding.

Risk warning

The value of investments and the income from them may go down as well as up and you may get back less than the amount invested.

For more information please visit aberndeen-asset.com

Other information

The information on the Aberdeen Asset Management Group contained in this document is of a general nature on the activities carried out by certain group entities. This information is therefore only indicative and does not constitute any form of contractual agreement, nor is it to be considered as an offer or solicitation to deal in any financial instruments or engage in any investment service or activity. Issued by Aberdeen Asset Managers Limited which is authorised and regulated by the Financial Conduct Authority in the United Kingdom. Registered Office: 10 Queen's Terrace, Aberdeen AB10 1YG.

Registered in Scotland No. 108419.