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Liontrust expands retail presence

Liontrust Asset Management PLC has started a campaign to expand its presence in the retail market.

Liontrust is seeking to widen its distribution across the intermediary market and raise the profile of the company and its strong performing funds through an advertising campaign, a new website (www.liontrust.co.uk), the rebranding of its literature and a programme of sales presentations and seminars across the UK.

“These initiatives combined with excellent fund performance are a fantastic foundation on which to build Liontrust and our assets under management,” said John Ions, Chief Executive of Liontrust.

The advertising campaign, the first in Liontrust’s history, starts today in both the trade press and online.

“The advertising represents a significant investment by Liontrust, demonstrates our commitment to the intermediary market and shows the confidence we have in delivering good fund performance in the future,” said John Ions.

“We have good performing funds in the most important sectors for UK investors. Liontrust’s commitment to robust and repeatable investment processes is reflected in these excellent performance numbers.

“This gives me confidence that we can raise assets from across the intermediary market.”

The advertising campaign is initially focusing on the Liontrust First Income Fund, which is managed by Gary West and James Inglis-Jones. This is because First Income is Liontrust’s flagship Fund and equity income funds are always a core part of client portfolios.

The Fund has performed strongly since Gary and James took over its management on 25 March 2009, being first quartile over this period. The Liontrust First Income Fund yielded 5.65% for the year to the end of June 2010.

“The core of any good UK offering is an equity income fund, which we have,” said John Ions. “In a low interest rate environment, demand for income is ever more important.

“First Income is differentiated from some of the large and well known equity income funds through its *Cashflow Solution* investment process, its high conviction portfolio and low turnover of stocks.

“We have excellent performance across our three fund management teams. The performance would be the envy of most asset management groups. Over the 12 months to 30 June 2010, for example, 76% of Liontrust unit trust assets outperformed the average funds in their IMA sector.”

Quartile Performance:

Fund	3 months	1 year	Since manager inception/ launch	Manager appointed
Liontrust First Income Fund	1	1	1	25/03/2009
Liontrust First Growth Fund	1	1	1	25/03/2009
Liontrust First Opportunities Fund	1	1	1	11/11/2005
Liontrust Intellectual Capital Trust	2	2	1	08/01/1998
Liontrust European Absolute Return Fund	2	N/A	4	09/07/2009
Liontrust Continental Europe Fund	1	1	1	15/11/2006

Source: Financial Express, total return, to 10.8.10. Past performance is not a guide to the future.

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Notes for Editors:

Liontrust Asset Management PLC, which was founded in 1994, is an independent fund management group whose shares are quoted on the London Stock Exchange. Liontrust manages £1.1 billion (as of 15 June 2010) in UK and European equities and fixed income.