

## CONFLICT OF INTEREST MANAGEMENT POLICY

**FSP NAME: MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD**

**FSP NUMBER: 28160**

**KEY INDIVIDUAL/S:** SCOTT CAMPBELL  
JOANNE BAYNHAM  
ROELOFF HORNE

**REPRESENTATIVES:** CHERIE-LEE STRATFORD  
SCOTT CAMPBELL  
JOANNE BAYNHAM  
ROELOFF HORNE

**OPERATIONS & COMPLIANCE OFFICER: TARYN PERRING**

### COMPANY BACKGROUND

MitonOptimal Asset Management (Pty) Limited (28160) within South Africa is authorised and regulated by the Financial Services Board of South Africa. The company was founded in 2004 and is the result of the merger of the previous Eagle Asset Management and MitonOptimal South Africa. It is a private Company owned by its Management and Directors.

The Company is regulated as a Category II Discretionary Financial Services Provider No. 28160 to act as investment manager to Collective Investment Schemes and other mandates.

The company currently manages in excess of R800mil of South African funds and acts as investment advisor to a further R600mil of Offshore Funds, giving a total funds under management of R1.4bn.

A team approach combining the founding fund manager from Eagle Asset Management with the company's global experience places the business on a very firm footing and committed to success of our business in the many years ahead.

MitonOptimal does not launch new funds that are simply flavour of the month. We have our core Multi Asset Management portfolios that best negotiate the difficult, and at times very volatile, world of equities, bonds, cash, currencies, commodities, alternative strategies and commercial property and that is how it has remained since inception.

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We deliver a broad range of funds diversified across traditional and alternative asset class, geography and jurisdiction, with an emphasis on active investment management and client service, subject to regulatory approval and mandate.

#### **ASSET MANAGEMENT ACTIVITIES**

##### **South African Collective Investment Funds**

IP Diversified Income	R364 mil
IP Prudential	R259 mil
IP Flexible	R 95 mil
IP Worldwide Flexible	R 46 mil
Midas Foreign Flexible	R 73 mil

**Offshore Funds and mandates** R563 mil

**Total** R 1.4 bn

As at 31 March 2011

#### **Does the company conduct any other business and if so, state its nature**

No other business activities are conducted.

#### **Which investor groups does the company primarily target?**

Private Banks, Life Companies, Institutional Investors, Financial Intermediaries, Pension Fund Trustees, Wealth Management Companies.

#### **How many employees does the company have?**

8

#### Portfolio Management & Research:

Scott Campbell - Managing Director and Fund Manager

Roeloff Horne – Director and Fund Manager

Joanne Baynham – Director and Fund Manager

Simon Morrison – Investment Analyst and Dealer

#### Distribution:

Cherie-Lee Stratford – Business Development Director

Adva Lewitte – Business Development Manager

#### Operations:

Taryn Perring – Operations Manager

Terry Thomson – Sales Administrator

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### **The compensation scheme for key personnel**

All fund managers are shareholders in the company and are therefore highly incentivised by the growth and level of overall business. Over and above this, each fund manager and all employees receives basic remuneration and a bonus dependant on individual performance and percentage over overall company profit, as set and measured by the remuneration committee.

### **BACKGROUND: Section 3A(2) 9 (a)**

Section 3A(2)(a) of the General Code of Conduct stipulates that every provider, other than a representative, must adopt, maintain and implement a conflict of interest management policy that complies with the provisions of the Act. The policy is to provide for mechanisms in place at **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** to identify, mitigate and manage the conflicts of interest to which the **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** is a party. This Conflict of Interest Management Policy is designed as prescribed in Board Notice 58 of 2010 which amends the General Code of Conduct for Financial Services Providers and Representatives published in Board Notice 80 of 2003, as amended by Board Notice 43 of 2008.

### **OBJECTIVE OF THE POLICY**

This Conflict of Interest Management Policy does not change our existing conflict of management procedures but intends to document them in simple form as required by the Financial Services Board.

In terms of the Financial Advisory and Intermediary Services Act, 2002, **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** is required to maintain and operate effective organisational and administrative arrangements with a view to taking all reasonable steps to identify, monitor and manage conflict of interest. **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** has put in place a policy to safeguard its clients' interests and ensure fair treatment of clients.

All providers, key individuals, representatives, associates and administrative personnel will commit to such policy and the processes will be monitored on an ongoing basis.

**MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** keeps and maintains a register in which all actual or potential conflicts are recorded.

### **MISSION STATEMENT ON CONFLICT OF INTEREST**

**MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** is committed to ensuring that all business is conducted in accordance with good business practice. To this end **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** conducts business in an ethical and equitable manner and in a way that safeguards the interests of all stakeholders to minimise and manage all real and potential conflicts of interests. Like any financial services provider, **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** is potentially exposed to conflicts of interest in relation to various activities. However, the protection of our clients' interests is our primary concern and so our policy sets out how:

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- we will identify circumstances which may give rise to actual or potential conflicts of interest entailing a material risk of damage to our clients' interests;
- we have established appropriate structures and systems to manage those conflicts; and
- we will maintain systems in an effort to prevent damage to our clients' interests through identified conflict of interest.

## **UNDERSTANDING THE DEFINITIONS**

### ***Conflict of interest:***

A conflict of interest may occur when in rendering a financial service to you we do not act objectively or do not render an unbiased or fair service to you or do not act in your interests, including but not limited to:

- a) a financial interest
- b) an ownership interest
- c) any relationship with a third party.

### ***A financial interest:***

Any cash, cash equivalent, voucher, gift, service, advantage, benefit, discount, domestic or foreign travel, hospitality, accommodation, sponsorship, valuable consideration, other incentive or valuable consideration (exceeding R1000 per annum) other than –

- a) An ownership interest
- b) Training, that is not exclusively available to a selected group of providers or representatives, on –
  - i. Products and legal matters relating to those products;
  - ii. General financial and industry information;
  - iii. Specialised technological systems of a third party necessary for the rendering of a financial service, but excluding travel and accommodation associated with that training.

### ***An ownership interest:***

- (i) any equity or proprietary interest for which a fair value was paid on acquisition other than such an interest held by a nominee;
- (ii) includes any dividend, profit share or similar benefit derived from such interest.

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**Fair value:**

Has the meaning assigned to it in the financial reporting standards adopted or issued under the Companies Act, 61 of 1973.

**WHAT MAY WE GIVE AND RECEIVE**

We confirm that we will only receive financial interest from the aforesaid providers in the form of:

- (i) Commission authorized under the Long-term Insurance Act, 52 of 1998;
- (ii) Commission authorized under the Short-term Insurance Act, 53 of 1998;
- (iii) Commission authorized under the Medical Schemes Act, 131 of 1998;
- (iv) Fees under the aforesaid acts if these fees are reasonably commensurate to the service being rendered;
- (v) Fees for rendering a financial service in respect of which no commission or fees are paid as aforesaid, if those fees are specifically agreed to by you in writing and may be stopped at your discretion;
- (vi) Fees or remuneration for the rendering of a service to a third party, which fees are reasonably commensurate to the service being rendered;
- (vii) Subject to any other law, an immaterial financial interest;
- (viii) A financial interest for which a consideration, fair value or remuneration that is reasonably commensurate to the value of the financial interest, is paid at the time of receipt thereof.

**REMUNERATION POLICY**

All employees receive basic remuneration and a bonus dependant on individual performance and percentage over overall company profit, as set and measured by the remuneration committee.

**PROCESSES AND INTERNAL CONTROLS**

**Identification of Conflict of Interest**

To adequately manage conflicts of interest we must identify all relevant conflicts timeously. In determining whether there is or may be a conflict of interest to which the policy applies, **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** considers whether there is a material risk of damage to the client, taking into account whether **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** or its representative, associate or employee

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- is likely to make a financial gain, or avoid a financial loss, at the expense of the client;
- has an interest in the outcome of a service provided to the client or of a transaction carried out on behalf of the client, which is distinct from the client's interest in that outcome;
- has a financial or other incentive to favour the interest of another client, group of clients or any other third party over the interests of the client;
- receives or will receive from a person other than the client, an inducement in relation to a service provided to the client in the form of monies, goods or services, other than the legislated commission or reasonable fee for that service.

Our policy defines possible conflicts of interest as, *inter alia*:

- conflicts of interest between **MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** and the client;
- conflicts of interest between our clients if we are acting for different clients and the different interests conflict materially;
- conflicts of interest where associates, product suppliers, distribution channels or any other third party is involved in the rendering of a financial service to a client;
- holding confidential information on clients which, if we would disclose or use, would affect the advice or services provided to clients. We may only receive commissions authorised in terms of applicable legislation.

**MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** maintains an index of potential conflict risks, taking into consideration all business areas and income streams. The index is updated with all new conflicts identified, and to ensure completeness is reviewed on an annual basis. All employees, including internal compliance officers and management, are responsible for identifying specific instances of conflict and are required to notify the Key Individual of any conflicts they become aware of. The Key Individual will assess the implications of the conflict and how the conflict should be managed and act impartially to avoid a material risk of harming clients' interests.

## MEASUREMENT FOR AVOIDANCE AND MITIGATION OF CONFLICT OF INTERESTS

Create awareness and knowledge of applicable stipulations of the General Code of Conduct and relevant legislation relating to conflict of interest, through training and educational material.

Ensure understanding and adoption of conflict of interest policy and management measures by all employees, representatives and associates.

Regular inspections on all commissions, remuneration, fees and financial interests proposed or received in order to avoid non-compliance.

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Keep a register of conflict of interest.

Once a conflict of interest has been identified it needs to be appropriately and adequately managed.

The Key Individuals will assess each conflict, including whether the conflict is actual or perceived, what the value of the conflict or exposure is and the potential reputational risk. Compliance and management then agree on the controls that need to be put in place to manage the conflict.

- Disclosure:

Where there is no other way of managing a conflict, or where the measures in place do not sufficiently protect clients' interests, the conflict must be disclosed to allow clients to make an informed decision on whether to continue using our service in the situation concerned. In all cases, where appropriate and where determinable, the monetary value of non-cash inducements will be disclosed to clients.

-Our Fact Sheets – as published Monthly on our website- disclose all fees, how it is distributed and we declare underlying managers and holdings.

- As the 100% shareholder of MitonOptimal Asset Management (Pty) Ltd, MitonOptimal Holdings (Pty) Ltd owns 21% of IP Management (Pty) Ltd.

- Publication:

We will publish our conflict of interest management policy on our website at [www.mitonoptimal.co.za](http://www.mitonoptimal.co.za) and ensure that it is easily accessible for public inspection at all reasonable times.

- Declining to act:

We may decline to act for a client in cases where we believe the conflict of interest cannot be managed in any other way.

## **ONGOING MONITORING OF CONFLICT OF INTEREST MANAGEMENT**

This policy will be reviewed annually by all key individuals, and will be included in your annual FSB compliance report, containing details "...on a least the implementation, monitoring and compliance with, and the accessibility of the conflict of interest management policy."

Taryn Perring will be in charge of supervision and monitoring of this policy will regularly monitor and assess all related matters.

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## **TRAINING AND STAFF**

All employees and representatives are required to read Board Notice 58 of 2010 as well as this policy and to sign a statement to the effect that they have done so and fully understand the provisions of both documents and the application thereof.

Comprehensive training on the Conflict of Interest policy will be provided to all employees and representatives as part of general FAIS training or specifically.

Training will be incorporated as part of all new appointees' induction and refresher training provided on an annual basis.

The Key Individuals will conduct ad hoc checks on business transactions to ensure the policy has been complied with.

The Compliance Officer will include monitoring of the Conflict of Interest policy as part of his general monitoring duties and will report thereon in the annual compliance report.

Non-compliance will be subject to disciplinary procedures in terms of FAIS and employment conditions and can ultimately result in debarment or dismissal as applicable.

Avoidance, limitation or circumvention of this policy via an associate will be deemed non-compliance.

This policy shall be reviewed annually and updated if applicable.

## **REPRESENTATIVE INCENTIVES**

All representatives receive a basic salary and commission and avoid the following:

- (i) favouring quantity of business over quality of service; or
- (ii) giving preference to a specific product supplier where more than one supplier can be recommended to a client; or
- (iii) giving preference to a specific product of a supplier where more than one product of that supplier can be recommended.

## **REGISTERS:**

With regard to existing third party relationships, being the product suppliers listed in our Contact Stage Disclosure letter, we confirm that we do not have an ownership interest or are subject to exclusive training nor are there any other circumstances which could lead to a potential conflict of interest. Should any conflicts arise with regard to any of these prior to entering into any business transaction with you we undertake to disclose these in the registers below.

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MULTI ASSET MANAGEMENT

**MITONOPTIMAL ASSET MANAGEMENT (PTY) LTD** has implemented the registers below:

1. Nature and Extent of Ownership interests
2. Financial Interest Received
3. Nature and Extent of Business Relationships
4. Associations

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