



# Ethical Investing NZ

Clear, goodhearted advice

While our aspirational clients are busy working on their life goals, we're busy managing their financial goals.

As our client you will have access to two of our experienced advisers. This way you have peace of mind that we'll always be available to you – now and in the future.

Our award-winning team will educate and guide you through the intricacy of ethical investing. Our tailored range of investments – carefully hand-picked by an independent research team – meet the highest ethical and sustainability standards.

At Ethical Investing NZ we also believe it's important to give back. Each time a new client begins their journey with us we support a charity. This way our advice will make an impact on you and the world.

Nugget Point, Catlins



151 Queen St, Auckland



[www.ethicalinvesting.nz](http://www.ethicalinvesting.nz)



09 337 0997

## Our purpose is to make a **positive impact** for our clients, planet and community.

We believe great financial planning and ethical investing advice changes lives by giving people the confidence they can reach their goals.

## We provide clear advice focused on good outcomes

- We bring **clarity** to our clients. We'll help you understand more about where you are, where you want to be, and how to get there. We help you make sense of what can be a confusing investment landscape.
- We take a **personal** approach to our clients. We build rapport and trust – with our two-adviser policy. Our advice centres around our role as wise kaitiaki (guardians) of your aspirations.
- By understanding your values, we can provide tailored **advice**.

## We have a strong commitment to stewardship and ethical investing

As a boutique financial planning and ethical investing advisory firm – founded in 2014 – our close-knit team has a passion for ethical investing, a commitment to stewardship and a strong focus on sustainability. Our founder Peter Lee has extensive experience of 'advising advisers' (including as former CEO of the Institute of Financial Advisers). We are:

- committed to making a sustainable and long-term difference as a leader in financial planning and ethical investing advice
- the first New Zealand financial advisory firm to hold Certified status of the Responsible Investment Association Australasia (RIAA) – the gold standard for ethical investing advice
- openly unbiased and impartial – mostly fee-based – and not owned, tied or aligned to a product provider
- founder and employee owned
- based in the Auckland CBD and help clients across Aotearoa New Zealand.

## Our terrific team



*Peter Lee - Founder, Director & Financial Planner, Mark Holtom - Director & Financial Planner, Dal Jandu - Financial Planner, Francesca Snell - Operations Manager, Steve Mascarenhas - Client Support Co-ordinator.*

With 50+ years combined ethical investing experience behind us – we've been there and done that. You're in good hands with our team of experts – we share your values. And we use ethical principles to achieve better outcomes for our clients, nature and society.

## Our impact

Sustainability isn't only about the investments we recommend – it's also how EINZ acts. We live and work by the same principles we apply to investments. We are the only financial advisory firm to be members of both the Sustainable Business Network and the Sustainable Business Council. We share what we know and learn, and advocate for ethical and sustainable investment.

We prefer to commute by public transport, walking or cycling, and to help offset our carbon emissions we support Trees that Count. With each new client we plant up to 20 trees.



## Expert advisers

As a Financial Advice Provider our registered advisers help people, families, trusts and charities achieve their goals and invest ethically. We promise to listen - and understand - what's important to you. In doing this we also learn and will explain to you if there are limits on our advice for your situation, and why.



## Tailored plans

We take the information you share and use our expertise to create a plan to guide you in achieving your goals. This will be done with care, diligence and skill, and will be peer reviewed by another EINZ adviser to give you confidence we will fulfil our duties to you. We will also help you weigh up the pros and cons so you can make an informed decision.



## Transparent fees

We'll be upfront with how you pay for our services. This will be confirmed before you make a commitment and applies to both initial and ongoing costs.



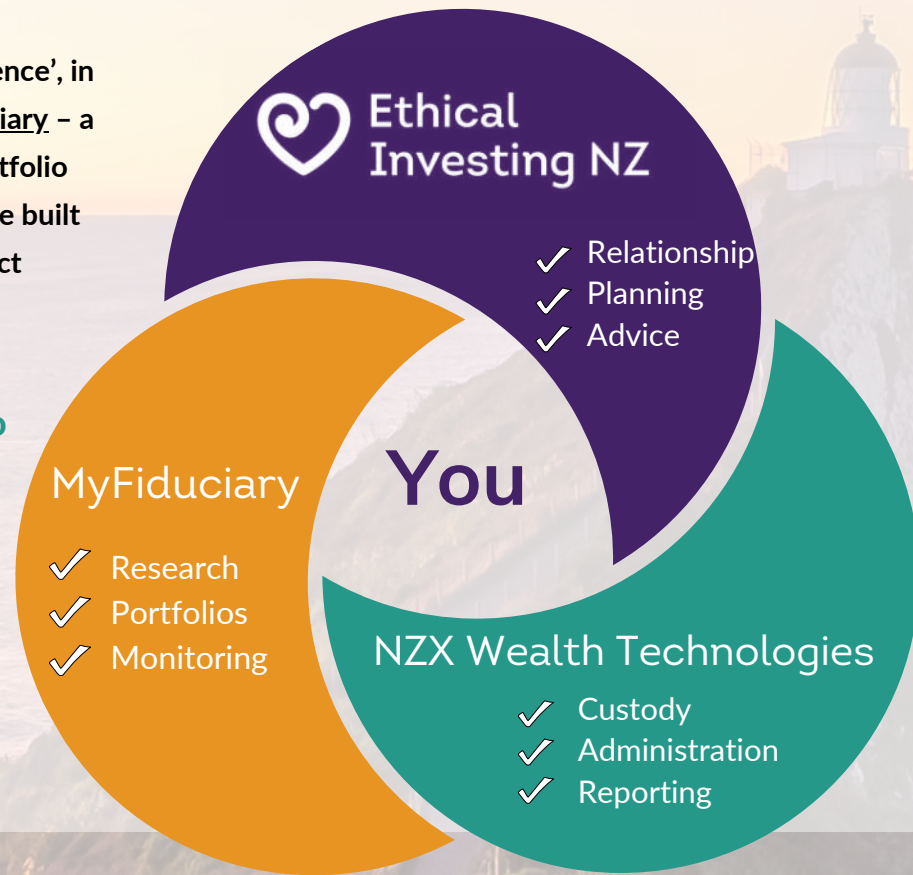
## Ongoing advice

Once your investments are in place, we will continue to work with you - giving you support and advice to make sure you stay on track. If your situation changes, we'll be there to help you re-evaluate and adjust if needed.

With more of our clients keen to 'make a difference', in 2021 we began a key partnership with MyFiduciary - a highly respected, independent research and portfolio construction organisation. With their help, we've built custom-designed portfolios which meet our strict ethical criteria.

From this, the **Sustainable Portfolio** series was born.

Our Sustainable Portfolios not only incorporate a high ethical benchmark, they also follow strict investment principles:



We choose easy to understand, liquid, quality investments when we create our portfolios.



Where possible, we avoid high-cost active managers and use low-cost, index-type managers which meet our strict criteria.



We invest in the main types of assets, shares, property, bonds and cash.



We design portfolios based on long-term averages, not short-term attempts to predict which markets will do well or not.



Our portfolios are broadly diversified - with the bulk being overseas - spread across many countries. Investing in a range of asset types increases returns and reduces risk.

Our innovative range of sustainable investment portfolios are curated using extensive research and are constantly improved.



## Sustainable impact portfolio series

These portfolios are designed for people who want to avoid certain types of investments, and also actively support and invest in sustainably-focused companies. They powerfully combine our low-cost index-based approach (which keeps costs low) and our selected 'active' funds (which favour companies that actively support the United Nations Sustainable Development Goals). Although these funds have slightly higher annual costs, there is no compromise to their long-term returns.

## Our awards...

We have been recognised for our personalised client approach and Sustainable Portfolio series. We have won awards in the Mindful Money Best Ethical Financial Adviser awards from 2022 to 2024, a feat unmatched by any other advisory firm.

## Taking a holistic approach

We look at your whole financial situation. If we see an area where you may need a type of advice we can't give, we will refer you to one of our trusted professional connections.

## Next steps

Contact us on 09 337 0997 or [team@ethicalinvesting.nz](mailto:team@ethicalinvesting.nz) to speak to one of our advisers. Or head to [ethicalinvesting.nz](https://ethicalinvesting.nz) to learn more.

## Sustainable portfolio series

These portfolios use low-cost index-type ethical funds. They have a strong focus on financial sustainability, while they also cover key social and energy-use values. The portfolios are well diversified with a low annual cost.

