

**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2011**

TUESDAY



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**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**COMPANY INFORMATION**

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<b>DIRECTORS</b>	G Channon S Tatters Mrs C Maby Mr R T Canham
<b>COMPANY SECRETARY</b>	Mrs S Wooler
<b>COMPANY NUMBER</b>	3514660
<b>REGISTERED OFFICE</b>	64-66 Glenthams Road Barnes London SW13 9JJ
<b>BANKERS</b>	C Hoare & Co 37 Fleet Street London EC4P 4DQ
<b>SOLICITORS</b>	Clifford Chance 200 Aldersgate Street London EC1A 4JJ

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**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 MARCH 2011**

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The directors present their report and the financial statements for the year ended 31 March 2011

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**PRINCIPAL ACTIVITIES**

The principal activity of the Company is the provision of fund management services to the Phoenix UK Fund, an offshore Fund based in the Bahamas, and segregated accounts for a number of UK pension funds. The investment philosophy is inspired by Warren Buffett and Benjamin Graham. These funds are mainly invested in UK listed companies and cash deposits held in a concentrated portfolio of usually less than 20 companies.

**BUSINESS REVIEW**

In addition to an annual management fee earned on the Net Assets under management, performance fees are earned only if the Net Asset Value for the Phoenix UK Fund has increased by the CPI UK inflation rate for the year, or in the case for the pension funds annual returns have outperformed the All Share Index.

The principal risks and uncertainties of the company are dependent on the Investment Manager, Gary Channon, continuing to manage the Funds. The price of the shares in the funds can go down as well as up, thereby reducing potential management fees or with persistent underperformance increased risk of losing a pension client or a Phoenix UK Fund investor. The Directors are optimistic about the future.

The company is authorised and regulated by the Financial Services Authority, and conducts its business in accordance with those regulations.

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PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

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DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 MARCH 2011

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**RESULTS AND DIVIDENDS**

The profit for the year, after taxation, amounted to £197,282 (2010 £622,790)

The dividends for the period were £200,006 (2010 £650,012)

**DIRECTORS**

The directors who served during the year were

G Channon  
S Tatters  
Mrs C Maby  
Mr R T Canham

90,001 shares are owed by Channon & Co Limited. G Channon owns 63% of the share capital of Channon & Co Ltd, and virtually all the remainder is owned by Mrs Channon, G Channon's wife.

**POLITICAL AND CHARITABLE CONTRIBUTIONS**

During the year the charitable donations of £100 (2010 £11,188) were paid to educational institutions.

**PROVISION OF INFORMATION TO AUDITORS**

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that

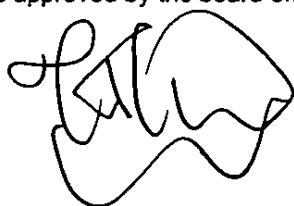
- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information.

This report was approved by the board on

1 July 2011

and signed on its behalf

G Channon  
Director



**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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We have audited the financial statements of Phoenix Asset Management Partners Limited for the year ended 31 March 2011, set out on pages 5 to 16. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS**

As explained more fully in the Statement of directors' responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

**OPINION ON FINANCIAL STATEMENTS**

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 March 2011 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**OPINION ON OTHER MATTER PRESCRIBED BY THE COMPANIES ACT 2006**

In our opinion the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

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**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit

  
Lorraine Bay (Senior statutory auditor)

for and on behalf of  
**Moore Stephens LLP**

Statutory Auditor

150 Aldersgate Street  
London  
EC1A 4AB  
Date

8 July 2011

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 MARCH 2011**

	Note	2011 £	2010 £
<b>TURNOVER</b>	1,2	<b>1,268,577</b>	<b>1,918,930</b>
Administrative expenses		<b>(982,628)</b>	<b>(1,066,223)</b>
<b>OPERATING PROFIT</b>	3	<b>285,949</b>	<b>852,707</b>
Interest receivable and similar income		<b>186</b>	<b>928</b>
Interest payable and similar charges	7	<b>(5,857)</b>	<b>-</b>
<b>PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		<b>280,278</b>	<b>853,635</b>
Tax on profit on ordinary activities	8	<b>(82,996)</b>	<b>(230,845)</b>
<b>PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION</b>		<b>197,282</b>	<b>622,790</b>
<b>PROFIT BROUGHT FORWARD</b>		<b>227,808</b>	<b>201,242</b>
Dividends Equity capital		<b>(200,006)</b>	<b>(650,012)</b>
Purchase of own shares		<b>-</b>	<b>53,788</b>
<b>RETAINED PROFIT CARRIED FORWARD</b>		<b>225,084</b>	<b>227,808</b>

All amounts relate to continuing operations

There were no recognised gains and losses for 2011 or 2010 other than those included in the Profit and loss account

The notes on pages 8 to 16 form part of these financial statements



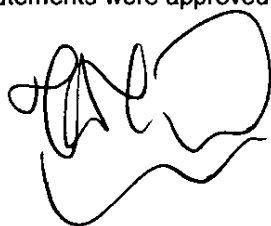
**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**  
**REGISTERED NUMBER: 3514660**

**BALANCE SHEET**  
**AS AT 31 MARCH 2011**

	Note	£	2011 £	£	2010 £
<b>FIXED ASSETS</b>					
Tangible assets	9		89,418		108,370
<b>CURRENT ASSETS</b>					
Debtors	10	367,593		303,693	
Cash at bank and in hand		31,248		173,206	
		<u>398,841</u>		<u>476,899</u>	
<b>CREDITORS: amounts falling due within one year</b>	11	<u>(119,705)</u>		<u>(207,346)</u>	
<b>NET CURRENT ASSETS</b>			<u>279,136</u>		<u>269,553</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>368,554</u>		<u>377,923</u>
<b>CREDITORS: amounts falling due after more than one year</b>	12		<u>(43,468)</u>		<u>(50,113)</u>
<b>NET ASSETS</b>			<u><u>325,086</u></u>		<u><u>327,810</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	13		100,002		100,002
Profit and loss account			225,084		227,808
<b>SHAREHOLDERS' FUNDS</b>	14		<u><u>325,086</u></u>		<u><u>327,810</u></u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

**G Channon**  
 Director



1 July 2011

The notes on pages 8 to 16 form part of these financial statements

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2011

	Note	2011 £	2010 £
Net cash flow from operating activities	16	263,172	934,958
Returns on investments and servicing of finance	17	(5,671)	928
Taxation		(172,892)	(154,500)
Capital expenditure and financial investment	17	(15,040)	(44,408)
Equity dividends paid		(200,006)	(650,012)
<b>CASH (OUTFLOW)/INFLOW BEFORE FINANCING</b>		<b>(130,437)</b>	<b>86,966</b>
Financing	17	(11,521)	-
<b>(DECREASE)/INCREASE IN CASH IN THE YEAR</b>		<b>(141,958)</b>	<b>86,966</b>

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS/DEBT  
FOR THE YEAR ENDED 31 MARCH 2011

	2011 £	2010 £
(Decrease)/Increase in cash in the year	(141,958)	86,966
Cash outflow from decrease in debt and lease financing	11,521	-
<b>CHANGE IN NET DEBT RESULTING FROM CASH FLOWS</b>	<b>(130,437)</b>	<b>86,966</b>
New finance lease	-	(67,226)
<b>MOVEMENT IN NET DEBT IN THE YEAR</b>	<b>(130,437)</b>	<b>19,740</b>
Net funds at 1 April 2010	105,979	86,239
<b>NET (DEBT)/FUNDS AT 31 MARCH 2011</b>	<b>(24,458)</b>	<b>105,979</b>

The notes on pages 8 to 16 form part of these financial statements

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011**1 ACCOUNTING POLICIES****1.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with applicable accounting standards within the United Kingdom

**1.2 Turnover**

Turnover, which is stated net of value added tax, is attributable to one continuing activity, the supply of investment management services. Fees are recognised once receivable.

Performance fees in respect of institutional accounts are recognised at 50% of the total amount earned during the period. The remaining 50% which is contingent on continued out performance is retained by the trustees until the earlier of the date of the termination of the account, or when the next performance fee becomes due, and is recognised accordingly. All other performance fees are recognised when they crystallise.

**1.3 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Leasehold improvements	-	33% per annum
Motor vehicles	-	25% per annum
Office equipment	-	33% per annum
Computer equipment	-	33% per annum

**1.4 Leasing and hire purchase**

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired by finance lease are depreciated over the shorter of the lease term and their useful lives. Assets acquired by hire purchase are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the Profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

**1.5 Operating leases**

Rentals under operating leases are charged to the Profit and loss account on a straight line basis over the lease term.

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 1. ACCOUNTING POLICIES (continued)

## 1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are discounted

## 1.7 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the Profit and loss account

## 1.8 Pensions

Contributions to employees' personal pension plans are expensed as incurred

## 2. TURNOVER

Turnover is split between that received from within the UK £794,379 (2010 £1,004,302) and that received from outside the UK, being Bahamas based funds £474,198 (2010 £914,628)

## 3 OPERATING PROFIT

The operating profit is stated after charging

	2011 £	2010 £
Depreciation of tangible fixed assets		
- owned by the company	17,287	-
- held under finance leases	16,705	1,392
Operating lease rentals		
- other operating leases	36,000	36,000
	<u>36,000</u>	<u>36,000</u>

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 4. AUDITORS' REMUNERATION

	2011 £	2010 £
Fees payable to the company's auditor for the audit of the company's annual accounts	11,000	14,000

## 5 STAFF COSTS

Staff costs, including directors' remuneration, were as follows

	2011 £	2010 £
Wages and salaries	346,715	426,163
Social security costs	37,880	32,831
Other pension costs	53,940	41,940
	438,535	500,934

The average monthly number of employees, including the directors, during the year was as follows

	2011 No.	2010 No.
Administrative/compliance	2	1
Fund management	5	5
	7	6

## 6. DIRECTORS' REMUNERATION

	2011 £	2010 £
Emoluments	102,907	146,928
Company pension contributions to defined contribution pension schemes	53,100	41,100

Pension Contributions were made on behalf of 2 directors (2010: 1) in the period

## 7 INTEREST PAYABLE

	2011 £	2010 £
On finance leases and hire purchase contracts	5,857	-

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 8. TAXATION

	2011 £	2010 £
UK corporation tax charge on profit for the year	<u>82,996</u>	<u>230,845</u>

**Factors affecting tax charge for the year**

The tax assessed for the year is higher than (2010 - the same as) the standard rate of corporation tax in the UK of 28% (2010 - 28%). The differences are explained below

	2011 £	2010 £
Profit on ordinary activities before tax	<u>280,278</u>	<u>853,635</u>
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 28% (2010 - 28%)	<u>78,478</u>	<u>239,018</u>
<b>Effects of:</b>		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	1,239	-
Capital allowances for year less /(in excess of) depreciation	2,284	(7,567)
Adjustments to tax charge in respect of prior periods	1,050	2,800
Non-taxable income	(55)	(3,406)
<b>Current tax charge for the year (see note above)</b>	<u><b>82,996</b></u>	<u><b>230,845</b></u>

**Factors that may affect future tax charges**

A deferred tax amount of £4,838 has not been recognised, based on timing differences on the depreciation of asset values

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 9 TANGIBLE FIXED ASSETS

	Leasehold property £	Plant & machinery £	Motor vehicles £	Fixtures & fittings £	Total £
<b>Cost</b>					
At 1 April 2010	12,162	65,921	66,819	19,037	163,939
Additions	-	10,289	-	4,751	15,040
At 31 March 2011	12,162	76,210	66,819	23,788	178,979
<b>Depreciation</b>					
At 1 April 2010	8,376	27,616	1,392	18,185	55,569
Charge for the year	3,786	11,639	16,705	1,862	33,992
At 31 March 2011	12,162	39,255	18,097	20,047	89,561
<b>Net book value</b>					
At 31 March 2011	-	36,955	48,722	3,741	89,418
At 31 March 2010	3,786	38,305	65,427	852	108,370

The net book value of assets held under finance leases or hire purchase contracts, included above, are as follows

	2011 £	2010 £
Motor vehicles	48,722	65,427

## 10 DEBTORS

	2011 £	2010 £
Trade debtors	336,467	284,933
Other debtors	-	678
Prepayments and accrued income	31,126	18,082
	367,593	303,693

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011**11 CREDITORS:**  
**Amounts falling due within one year**

	2011 £	2010 £
Net obligations under finance leases and hire purchase contracts	12,238	17,114
Trade creditors	39,824	22,684
Corporation tax	41,347	131,243
Social security and other taxes	7,780	-
Accruals and deferred income	18,516	36,305
	<u>119,705</u>	<u>207,346</u>

**12 CREDITORS:**  
**Amounts falling due after more than one year**

	2011 £	2010 £
Net obligations under finance leases and hire purchase contracts	<u>43,468</u>	<u>50,113</u>

Obligations under finance leases and hire purchase contracts, included above, are payable as follows

	2011 £	2010 £
Between one and five years	<u>43,468</u>	<u>50,113</u>

**13 SHARE CAPITAL**

	2011 £	2010 £
<b>Allotted, called up and fully paid</b>		
100,002 Ordinary shares of £1 each	<u>100,002</u>	<u>100,002</u>

**14. RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS**

	2011 £	2010 £
Opening shareholders' funds	327,810	301,244
Profit for the year	197,282	622,790
Dividends (Note 15)	(200,006)	(650,012)
Cancellation of share options	-	53,788
	<u>325,086</u>	<u>327,810</u>
Closing shareholders' funds		



## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 15 DIVIDENDS

	2011 £	2010 £
Dividends paid on equity capital	<u>200,006</u>	<u>650,012</u>

## 16. NET CASH FLOW FROM OPERATING ACTIVITIES

	2011 £	2010 £
Operating profit	285,949	852,707
Depreciation of tangible fixed assets	33,992	29,744
(Increase)/decrease in debtors	(63,900)	105,177
Increase/(decrease) in creditors	7,131	(52,670)
<b>Net cash inflow from operating activities</b>	<u>263,172</u>	<u>934,958</u>

## 17 ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT

	2011 £	2010 £
<b>Returns on investments and servicing of finance</b>		
Interest received	186	928
Hire purchase interest	(5,857)	-
<b>Net cash (outflow)/inflow from returns on investments and servicing of finance</b>	<u>(5,671)</u>	<u>928</u>
	2011 £	2010 £
<b>Capital expenditure and financial investment</b>		
Purchase of tangible fixed assets	<u>(15,040)</u>	<u>(44,408)</u>
	2011 £	2010 £
<b>Financing</b>		
Repayment of finance leases	<u>(11,521)</u>	<u>-</u>

## PHOENIX ASSET MANAGEMENT PARTNERS LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011

## 18 ANALYSIS OF CHANGES IN NET DEBT

	1 April 2010 £	Cash flow £	Other non-cash changes £	31 March 2011 £
Cash at bank and in hand	173,206	(141,958)	-	31,248
<b>Debt</b>				
Debts due within one year	(17,114)	11,521	(6,645)	(12,238)
Debts falling due after more than one year	(50,113)	-	6,645	(43,468)
<b>Net funds</b>	<b>105,979</b>	<b>(130,437)</b>	<b>-</b>	<b>(24,458)</b>

## 19. OPERATING LEASE COMMITMENTS

At 31 March 2011 the company had annual commitments under non-cancellable operating leases as follows

	Land and buildings	
	2011 £	2010 £
<b>Expiry date:</b>		
After more than 5 years	36,000	36,000

## 20 FINANCE LEASE COMMITMENTS

At the period end the company had commitments under a finance lease for motor vehicles set out below

Due within one year £12,238 (2010 £17,114)

Due within two to five years £43,468 (2010 50,113)

## 21 RELATED PARTY TRANSACTIONS

90,001 £1 shares are owned by Channon & Co Limited of which G Channon is a director. During the period Channon & Co Limited recharged office administration expenses to the company amounting to £259,872 (2010 - £273,333). As at 31st March 2011 £Nil (2010 - £Nil) was owed by Channon & Co Limited and G Channon.

Mrs C Maby is the sole owner of Phoenix Asset Management (Bahamas). S Tatters and A Cole are directors of Phoenix Asset Management (Bahamas), which acts as the investment manager of Phoenix UK Fund. During the period management fees of £474,198 (2010 - £470,553) and performance fees of £Nil (2010 £444,075) were receivable by the company from Phoenix Asset Management (Bahamas). £47,764 (2010 - £44,616) of fees were outstanding at the year end.

**PHOENIX ASSET MANAGEMENT PARTNERS LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2011**

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**22 CONTROLLING PARTY**

In the directors' opinion the parent company at the period end is Channon & Co Ltd a company incorporated in the UK. The ultimate holding party of Channon & Co Ltd is Gary Channon.

## **Phoenix Asset Management Partners (PAMP) Pillar 3 Disclosure**

The Capital Requirements Directive ('the Directive') of the European Union establishes a revised regulatory capital framework across Europe governing the amount and nature of capital credit institutions and investment firms must maintain. In the United Kingdom, the Directive has been implemented by the Financial Services Authority ('FSA') in its regulations through the General Prudential Sourcebook ('GENPRU') and the Prudential Sourcebook for Banks, Building Societies and Investment Firms ('BIPRU')

The FSA framework consists of three 'Pillars':

- Pillar 1 sets out the minimum capital amount that meets the firm's credit, market and operational risk
- Pillar 2 requires the firm to assess whether its Pillar 1 capital is adequate to meet its risks and is subject to annual review by the FSA, and
- Pillar 3 requires disclosure of specified information about the underlying risk management controls and capital position.

The rules in BIPRU 11 set out the provision for Pillar 3 disclosure. This document is designed to meet our Pillar 3 obligations.

We are permitted to omit required disclosures if we believe that the information is immaterial such that omission would be likely to change or influence the decision of a reader relying on that information.

In addition, we may omit required disclosures where we believe that the information is regarded as proprietary or confidential. In our view, proprietary information is that which, if it were shared, would undermine our competitive position. Information is considered to be confidential where there are obligations binding us to confidentiality with our customers, suppliers and counterparties.

We have made no omissions on the grounds that it is immaterial, proprietary or confidential.

### **Scope and application of the requirements**

Phoenix Asset Management Partners Limited ("the Firm") is authorised and regulated by the Financial Services Authority and as such is subject to minimum regulatory capital requirements. The Firm is categorised as a limited licence firm by the FSA for capital purposes. It is an investment management firm and as such has no trading book exposures.

### **Risk management**

The Firm is governed by its board ("Principals") who determine its business strategy and risk appetite. They are also responsible for establishing and maintaining the Firm's governance arrangements along with designing and implementing a risk management framework that recognises the risks that the business faces.

The Principals also determine how the risk our business faces may be mitigated and assess on an ongoing basis the arrangements to manage those risks. The Principals meet on a regular basis and discuss current projections for profitability, cash flow, regulatory capital management, and business planning and risk management. The Principals manage the Firm's risks business through a framework of policy and procedures having regard to relevant laws, standards, principles and rules (including FSA principles and rules) with the aim to operate a defined and transparent risk management framework. These policies and procedures are updated as required.

The Principals have identified that business, operational, market and credit risks are the main areas of risk to which the Firm is exposed. Annually the Principals formally review their risks, controls and other risk mitigation arrangements and assess their effectiveness. Where the Principals identify material risks they consider the financial impact of these risks as part of our business planning and capital management and conclude whether the amount of regulatory capital is adequate.

### **Regulatory capital**

Its capital is summarised as follows.

#### **Regulatory Capital Resources Disclosure (BIPRU 11.5.3R) as at 31.3.2011**

The Firm is a Limited Liability Company and its capital arrangements are established in its Articles. Its Regulatory Capital Resources is summarised as follows:

	£
<b>Tier 1 Capital - Share capital</b>	<b>100</b>
<b>Audited Profits</b>	<b>225</b>
<b>Tier 2 Capital</b>	<b>0</b>
<b>Deductions from Tier 2</b>	<b>0</b>
<b>Tier 3 Capital</b>	<b>0</b>
<b>Deductions from Tier 3</b>	<b>0</b>
<b>Total Regulatory Capital</b>	<b>325</b>

The main features of the Firm's capital resources for regulatory purposes are as follows:

<b>Capital item</b>	<b>£</b>
<b>Total Regulatory Capital after deductions</b>	<b>325</b>
Market Risk (BIPRU 11.5.12)	0
Credit Risk (BIPRU 3)	0
Fixed Overheads Requirement (Operational Risk BIPRU 11.5.14R)	225
Surplus	100

Our Firm is small with a simple operational infrastructure. Credit risk is from management and performance fees receivable from the funds under its management. The Firm follows the standardised approach to market risk and the simplified standard approach to credit risk. The Firm is subject to the Fixed Overhead Requirement and is not required to calculate an operational risk capital charge though it considers this as part of its process to identify the level of risk based capital required.

As discussed above the firm is a limited licence firm and as such its capital requirements are the greater of.

- Its base capital requirement of €50,000, or
- The sum of its market and credit risk requirements, or
- Its Fixed Overhead Requirement

As at 31 March 2011 the Fixed Overheads Requirement was deemed to be £225,000.

It is the firm's experience that the Fixed Overhead Requirement establishes its capital requirements and hence market and credit risks are considered to not be material.