

QuantQual

Due Diligence on the Company



INDEPENDENT RESEARCH FOR
FINANCIALADVISERS

www.quantqualuk.co.uk



Where Trust Meets Diligence

Who are you, and who owns your company?

QuantQual Ltd is a Private Limited Company incorporated in July 2022, registered under Company Number 14226288. Registered address: Jareth House, 10 New Merrifield, Wimborne, Dorset, BH21 7AL. The two Directors are Matthew Dewsnap and Gillian Lamb.

The company is not regulated and not required to be regulated. However, since we work with financial advisers and fund managers who are regulated, we have a strong understanding of the associated regulatory standards and requirements.

The company's core purpose is to provide independent investment research to financial advisers, to support them in recommending suitable investment solutions for their clients.

What insurance do you have?

We hold insurance with Simply Business to cover professional indemnity and employers' liability. Policy certification is available on request.

Who are your accountants?

Clear Cut Accounts Ltd, 2 West Moors Road Three Legged Cross, Wimborne Dorset, BH21 6QP

Who Manages your HR?

Peninsula Business Services Limited, The Peninsula, Victoria Place, Manchester, M4 4FB.



Key Personnel

Gillian Lamb Business Director

Gillian launched QuantQual in 2022 to offer outsourced investment research to the adviser market that is fully independent. Gillian manages the QuantQual company strategy and all operations, covering a wide range of duties to ensure we meet our key business goals. Responsible for financial, staffing and wider operational decisions, Gillian oversees the company's processes and policies. Working across departments with all staff, Gillian allocates resources to QuantQual's projects and clients.

Her research and development experience (over 25 years both within and beyond financial services) extends to cover our due diligence reporting with fund groups, supporting the Investment Director and Client Services team.

Matthew Dewsnap Investment Director

Matthew joined QuantQual in 2022 as a Partner and Lead Analyst, where he leads the development of our quantitative screening models and oversees the final stage of our qualitative assessments.

He brings valuable, hands-on experience in financial planning, having previously managed the Centralised Investment Proposition (CIP) and portfolios for a regional IFA with £250 million in assets under management. This background gives him a deep understanding of the practical needs and challenges faced by financial advisers, ensuring that QuantQual's insights remain relevant, implementable, and aligned with real-world advisory work.

Matthew also serves as the lead portfolio manager of our Blended Multi-Asset Flagship MPS, which he manages in collaboration with BlackRock and Legal & General & RXI.

Bashar Aboush Investment Analyst

Bashar joined QuantQual in 2025, having previously served as Head of Investments and Head of Dealing in earlier roles. With over 25 years of experience in financial services, he has managed investment portfolios for clients on an advisory and discretionary bases, navigating a wide range of market conditions and regulatory changes over the years. This experience has taught him that focusing on clients' long-term objectives rather than short-term results is paramount to successful investing. Bashar's strengths lie in assessing stock market risks and understanding the needs of financial advisers and their clients.

He plays a key role in supporting Jon Baker in delivering outstanding service to IFAs, while also working closely with Matthew Dewsnap on fund and portfolio research. Bashar holds a Certificate in Investment Management from the Chartered Institute for Securities & Investment (CISI).



Where Trust Meets Diligence

Details of the company



What is your commitment to the market and strategic direction?

QuantQual was established in 2022 and has since grown to serve ten regular subscribing clients, alongside several single-use clients. QuantQual's Assets Under Influence is in the region of £4bn. In 2024, we incorporated QuantQual Investment Consultants Ltd (see later).

Our team is currently home-based, predominantly across the South and South West, though our expansion is not limited to these regions. We are in a significant growth phase, supported by external business leaders who provide mentorship and independent advice. With increasing regulatory requirements, we see numerous opportunities emerging in the market. One of our flagship projects is the Centralised Retirement Process/Philosophy, developed in close collaboration with financial planning practices and investment managers.

We operate under a long-term business plan, reviewed annually. By the end of 2025, our aim is to double our subscribing client base. We expect revenue from commentary and consulting to expand in line with this growth, helping us maintain our competitive advantage.

As an outsourced investment team, we offer a cost-effective alternative to in-house staff. The business carries no debt, and future staffing investments will be funded entirely through revenue growth.

What are the advantages of QuantQual?

One of our key strengths lies in our genuine independence. We do not accept fees from investment houses for our research, ensuring that our analysis and recommendations remain unbiased and transparent. Should this ever change, we are committed to full disclosure. In an increasingly complex financial landscape, we provide the clarity and support that financial planning businesses need to navigate challenges and seize opportunities. We are not a large, impersonal corporation; our scale allows us to offer attentive, personalised service, building relationships that truly matter.

At the heart of our approach is the creation of ethical, supportive partnerships that foster mutual growth and long-term success. This ethos underpins everything we do and shapes the way we work with every client. We offer:

1. **Independent Expertise:** Bringing external expertise into adviser's review process or Investment Committee is a best-practice approach that mitigates business risks.
2. **Actionable Opinions:** We provide clear Buy, Hold, or Sell recommendations underpinned by data-driven rationale. We can also analyse bespoke solutions on request.
3. **Comprehensive Scope:** Our coverage includes core funds and Managed Portfolio Solutions (MPS), spanning Active, Passive, Blended, Income, and Sustainable ranges.
4. **Cost Efficiency:** Advisers only pay for the time and services they need, ensuring a scalable and economical solution.
5. **Documentation and Audit Trail:** We ensure firms have robust documentation to justify the recommended solutions and maintain a clear record of review timelines.
6. **Enhanced Relationships with Fund Managers:** We can often negotiate better terms for adviser firms working with us through our established connections.



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Core services

- Recommendations: We provide tailored Buy, Hold, and Sell recommendation supported by comprehensive data and analysis for widely used solutions and can accommodate bespoke requests.
- Investment Committee Support: QuantQual offers independent expertise by participating in an adviser firm's Investment Committee, bringing the wider market experience.
- Structured Investment Propositions: We can review or help advisers develop a structured investment proposition with supporting documentation.
- Centralised Retirement Process (CRP): We have designed a practical CRP that aligns with the latest regulatory guidance for retirement decumulation.
- Flagship Portfolios: Our ready-made Passive, Active, Blended, and Income portfolios offer a robust starting point for advisers looking to refine their offerings.

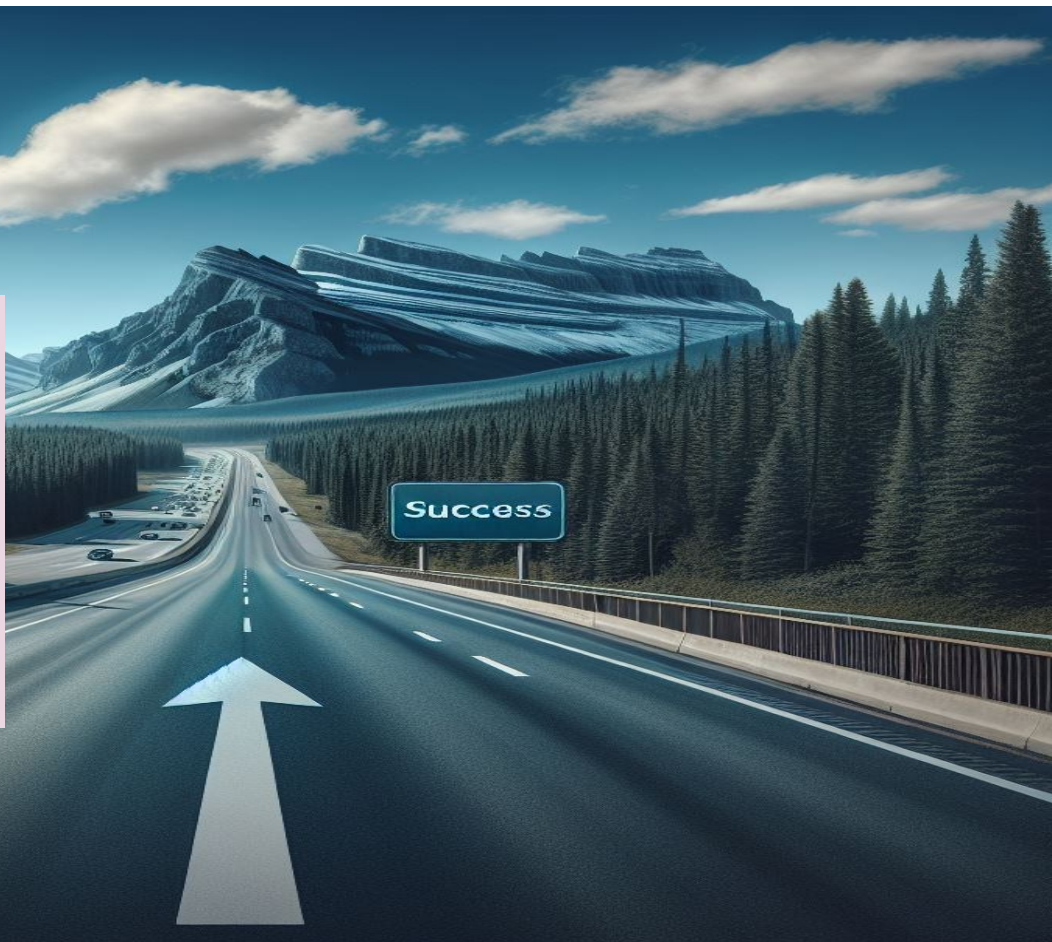
Because our menu of services can be configured around the precise needs of the adviser firm and their clients, it is not possible for us to state a standard cost. However, the fee approach is usually an initial fee for our fact-finding, onboarding and development work, together with an ongoing monthly fee for our ongoing support and consultancy, newsletters, events and access to our information portal.

What do advisers say about their experience of using QuantQual?

"I was searching for a long time, for a solution to managing clients' funds which ticked all the boxes. It needed to be part of my review process, compliant, client-friendly, cost-effective and flexible.

QuantQual have exceeded my expectations, and I am so very pleased to be working with them."

(Graeme Elliot-Smith, Manning & Co)



ESG, Compliance & Processes:

Integrity



With many years of experience in financial services, we have developed a deep understanding of the challenges and opportunities that firms encounter in today's evolving marketplace. Our insight is shaped not only by industry knowledge, but also by the practical realities our clients face every day.

We believe that long-term success is built on trust, integrity, and respect. By treating others as we would wish to be treated ourselves, we create ethical, supportive partnerships that foster mutual growth and shared achievement. This principle is not simply a statement of values—it is the foundation of the way we conduct business.

From the outset, our priority is to listen and understand. When we first meet, we take the time to explore your goals, priorities, and concerns. We will always be open and transparent about whether we are the right fit to meet your needs, ensuring that any collaboration is grounded in honesty and clarity from day one.

How does an unregulated firm ensure ESG and compliance are monitored?

Environmental, Social, and Governance (ESG) considerations are integral to the way we operate. From the outset, we have worked to embed responsible practices into our culture, policies, and client support. In the early stages of our ESG development, we engaged Lauren Baker, an ESG specialist with a master's degree in Crisis Management and a background in humanitarian aid, to design and implement our research and policy framework.

In addition, we have implemented an Ethical Sourcing and Purchasing Policy to ensure that our supply chain aligns with our values.

We work in close collaboration with respected partners in the financial services industry who specialise in ESG, enabling us to stay at the forefront of best practice and innovation in this area.

Do you have access to client data?

We take data security and confidentiality extremely seriously. Our Data Protection Policy, available upon request, sets out the principles and procedures we follow to safeguard client information. This policy is formally reviewed and updated on an annual basis to ensure continued compliance with legal requirements and industry best practice.

All files are stored using secure, cloud-based systems with robust protection measures in place. This includes encrypted storage, controlled access permissions, and ongoing monitoring to ensure that sensitive data remains protected at all times. Our approach ensures that both our clients and our business operate within a secure and compliant digital environment.

In 2025 after an extensive review by a third party IT and data security consultant, we replaced all of our laptops and upgraded our firewalls, introducing extensive continuous online monitoring, threat protection, anti-virus, etc.

What is your complaints policy?

It is important that you are happy with our services. However, if you are unhappy with any aspects of our services, please contact Gillian Lamb - gillian.lamb@quantqual.co.uk.

Is the Company Profitable?

Yes. The business is profitable and operates with no debt. We have never taken out loans to fund growth or resources; instead, all investment has been financed directly by the directors, both through personal capital and the reinvestment of profits generated from our work. This approach has allowed us to grow sustainably while maintaining full financial independence and control.



Growth and Development:

QuantQual Investment Consultants Ltd

Providing greater support for IFAs

We launched QuantQual Investment Consultants Ltd at the end of 2024. QuantQual Investment Consultants Ltd is registered in England. The registered address is 7 Cumbria Close, Thornbury, Bristol, England, BS35 2YE and the company number is 16087942. The shareholders are Jon Baker and QuantQual Ltd.

QuantQual Investment Consultants was launched to reflect the successful growth of QuantQual and the desire to separate and provide greater focus on our fund manager-facing portfolio management and fund rating services, from our independent IFA research and support offering.

QuantQual Investment Consultants is run by *Jon Baker, Director and Head of IFA Propositions*. After 20 years working for life assurance companies, Jon spent 10 years at a large regional IFA. He was part of the management team, was responsible for marketing communications and proposition development, and chaired the Investment Committee. After that firm was sold to a global financial services business, Jon took the opportunity to build on his practical experience and became a consultant to the IFA community, specialising in investment governance, research, and proposition development. He has worked with numerous IFA businesses and sits on many IFA Investment Committees.



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August 2025

