

Reflections

Summer 2004

The newsletter for clients of Gerrard Private Bank

Gerrard Private Bank's Distinctly Different Approach Hits Gold Again

For the third successive year, an unprecedented achievement, we have won the highly coveted status of "Best Offshore Bank". In addition, we received highly commended awards in the other two banking categories, "Best Offshore Banking Product Range" and "Best Offshore Banking Product" for Focus. This is the fourth year in succession that Focus has either won the award outright, or been highly commended at the International Investment Offshore Fund and Product Awards.

With six outright wins and nine highly commended awards, we have amassed more of these prestigious accolades than any other offshore bank since the event was first launched in 2001.

The International Investment Offshore Fund and Product Awards continue to be the only awards devoted to acknowledging and bringing the major sectors of the offshore financial services industry together at one event. The awards are in honour and recognition of groups who distribute financial products on an international basis and, consequently, remain one of the most sought after in the industry.

Greg Horton, Managing Director, said, "Once again, it was with great delight that I accepted these awards on behalf of all our team. It reflects the hard work and fantastic commitment they display. I never tire of receiving these industry accolades, they represent an important reflection of the high standards we set ourselves."

Bobbi Davro presented Greg with the awards at the Victoria Park Plaza Hotel in London on Thursday 20th May 2004.



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Our new premises at St Mary's Court, Douglas

Welcome to our **New Premises**

Our Isle of Man office has just moved into larger premises, supporting our continued expansion. The new premises are within an impressive new development in the centre of Douglas called St Mary's Court. This overlooks the business district within Douglas and is purpose built as open plan offices to a very high quality specification.

The move took place over the weekend of 17th and 18th April, and the fact that no one noticed stands testament to the hard work of many, but in particular the professionalism of our system and support teams.

The official moving celebration party is scheduled to coincide with the launch

of our new name later in the year. Any clients who are interested in attending, please contact our Customer Service Team from 8am – 8pm (GMT) Monday to Friday on 0800 289936 within the UK or +44(0)1624 645000. We will then ensure an invitation is forwarded when the date is finalised.

Security Issues

Whilst we have not been affected directly, it has come to our attention that a number of fraudulent emails have been sent, alleging to be from competitor banks to their respective clients. These fraudulent emails encourage clients to visit a website, or phone a special customer service number, where card details and account passwords are requested.

We never send emails that ask for confidential or security details to be released in such a way. We would like to ask our clients to delete any such emails immediately without responding. If you have any queries regarding this matter, please contact our Customer Service Team - details as above.

New Interest **Accumulation Account** Are tax returns a headache for you?

Our award winning product range now includes an Interest Accumulation Account. This will give our clients the opportunity for a variation on existing accounts, whether they are Reserve, Focus, or Fixed Term Deposit.

The new Interest Accumulation Account defers any interest payment completely until the time of account closure. Meanwhile, interest continues to accrue at competitive interest rates during the lifetime of the account and the client is still free to access their capital and, or, add additional funds, at anytime.

Our clients in many countries now have the ability to legitimately defer the payment of income tax on interest received until for example, retirement, relocation, or change of tax bracket. This can therefore provide a number of attractive tax planning benefits.

The postponement of interest can also simplify the completion of tax returns, removing the need to report or certify bank interest on annual tax returns. Obviously, tax will still need to be paid at some point in the future, but it can be legitimately deferred to a more attractive time when the amount paid may be capable of being substantially reduced. In addition, Pension or Life Policy wrap accounts can also be used to secure additional security and, or, taxation benefits.

Your tax position will depend on your personal circumstances and you should seek guidance from your tax adviser. For more information, please contact our Customer Service Team, details as above, or complete the return at the end of this publication.



Behind the Mask at the Gerrard Private Bank Summer Ball

When it comes to fund raising, we strive to deliver and this year offered no exception with our fifth annual themed Summer Ball that took place at the Mount Murray Golf Club. Well over 100 staff and guests attended the glitzy affair.

Over the past five years, we have held a number of flamboyant themed events including, James Bond, Wild West, Stars In Your Eyes and a

Hollywood evening. This year's event took the theme of a charity Masquerade Ball with all proceeds on the night donated to two local charities, the Manx Cancer Help Association (Lisa Lowe Centre) and the Isle of Man Children's Society.

Together with proceeds from the sale of furniture to staff following the bank's recent office move in April, we have raised almost £3,000.

Greg Horton, Managing Director, said, "With the imminent change in name of the bank, the staff felt we should say farewell by ushering in new hope and joy to others less fortunate than ourselves. Our Summer Masquerade Ball was a spectacular event with international illusionists, Dean & Claudine, a caricaturist, harpist and, not to forget, the roving magician who was clearly adept at lifting people's wallets!"



Destination, South Africa

If your holiday destination is South Africa this summer, why not visit our **Gerrard Private Bank** office.

Our representatives there will be happy to help you with all your banking or local needs. For more information, call them direct on +27 (0) 11 480 1699.

Pictured left,
South Africa representatives
Peter Cornish, Stephen Rix and
Lesley-Anne Shaw

St Mary's Court by night

A New Client Driven Investment Approach

It is certainly a truism that in the long run without risk there can be no real return, but it is also true that diversification will defuse risk and produce more consistent rewards.

A fully diversified asset allocation approach has therefore been specifically developed by Gerrard Private Bank to assist clients who seek a lower risk approach to enhance returns through a fully transparent, low cost investment approach.

In our view, traditional active investment management needs a rethink and clients deserve value for money.

Our multiple award winning integrated bank and investment service "Focus" started this process a little over three years ago and since then has been developed to incorporate "Focus Investor", providing maximum flexibility to our clients when considering third party discretionary, or client execution only, investment approaches.

We are now delighted to announce our very own discretionary and advisory service which will be ready for launch later this year. A full feature on this new dynamic and innovative service will be included in our Autumn issue of Reflections in early October. In the meantime, if you would like a personal explanation of the service, please call our Private Banking Team on +44 (0) 1624 645000 and ask to speak to either David Stearn, Russell Waite or Jon Evans.

Chip and PIN – A New Way to Pay

The way that we pay for things with credit and debit cards is changing. By the end of the year, we are switching to a new system in the UK called Chip and PIN.

The main difference will be that when you go to pay for anything with your Chip and PIN card – in a shop, supermarket, hotel, restaurant or garage – you will increasingly be asked to enter a four digit number instead of being asked to sign a receipt. This number is a Personal Identification

Number, better known as a PIN. It works exactly the same way as when you tap in your number at an ATM or cash machine when withdrawing money.

Although a clever new way of foiling the fraudsters, your new Chip and PIN card couldn't be easier to use. By the end of this year, more and more shops, hotels and other businesses will introduce the new Chip and PIN system and the majority of cardholders will have a Chip and PIN card by the start of

2005, with many more moving to the new system throughout that year.

All our clients will be moving across to this new system simultaneously with the bank's change of name later this year.

To ease you into the new way to pay scheme, we have put together an information leaflet which we hope will help you to understand the new transactional changes and this will be circulated with your September bank statement.

Next Addition – Autumn 2004 will include editorial on:

Our New Name – unveiled

The EU Savings Directive – implications for our clients

Our new low cost Diversified Asset Allocation Investment Service – launch details

Our Gold Visa Cards go Chip & PIN – a new way to pay

For further information please contact our Customer Service Centre on 0800 289 936 or visit www.gerrardpb.com
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