



PRESS RELEASE

2nd February, 2015

TAM Give More

TAM Ethical are increasing their contribution towards You Give We Give! Not only does this apply to all new clients, but also to all clients who have signed up to the scheme since it launched last year.

You Give We Give (YGWG) is completely unique to the market and allows all TAM Ethical investors the opportunity to donate a percentage of their annual portfolio gain to a charity of their choice. Originally, TAM agreed to match every client's donation with an equal percentage of our annual management charge (AMC) but now, TAM will contribute the same percentage of our *total annual fees* to the client's chosen charity.

In celebration, we have launched our 'Year of You Give We Give' campaign, where TAM Ethical anticipate hosting and participating in, a variety of events throughout the year to raise money and awareness for YGWG and the scheme's partner charities – 500 Miles, Archway Project, HEART UK, Meningitis Now and Yorkhill Children's Charity, to name but a few.

The Paris Marathon, a London to Paris Bike Ride and the JP Morgan Corporate Challenge are just a few of the events included in the proposed campaign schedule. It is the proposed Ethical Fund Sky Dive however, that is hoped will be the higher profile event for TAM Ethical.

We look forward to bringing together their clientele to share in the experience but everyone can follow the campaign journey via our website and new social media platforms – also set to launch early this year.

The adaptation to our YGWG scheme will result in a considerably larger donation to the client's chosen charity from TAM Ethical, and we hope this will further confirm our commitment to socially responsible investment and charitable giving



NOTES TO EDITORS

1. TAM Asset Management is a product provider of discretionary investment management services and offers these products through professional financial advisers. The company can trace its roots back to 1938, from its humble beginnings as a stock broking firm in the City of London to becoming the discretionary asset management division of one of Europe's largest financial services firms. Today, TAM majority owned by its management is committed to preserving the values of innovation, honesty and client service which has allowed it to build its reputation as a fully transparent, high service provider of discretionary portfolio services.
2. TAM offer four product ranges:
 - a. **TAM Premier** – A fully bespoke discretionary portfolio service for accounts £100,000 and above.
 - b. **TAM Focus** – A range of model portfolios for client accounts £10,000 and above.
 - c. **TAM Centum** – An investment solution for regular contribution schemes (i.e. regular savings and work place pension schemes).
 - d. **TAM Ethical** – A range of model portfolios for socially responsible investors. Uniquely investors can select to donate a percentage of their annual gain to a charity of their choice; a donation TAM will match (in percentage terms) from their annual management fee.
3. **The TAM Platform** – TAM have developed their own proprietary platform specifically for the management of discretionary portfolios. All clients can access their portfolios online and are able to generate comprehensive reports and portfolio analysis at any time.
4. The TAM website can be found at: www.tamassetmanagement.com
5. **For further information please contact:**

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