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Asset Management

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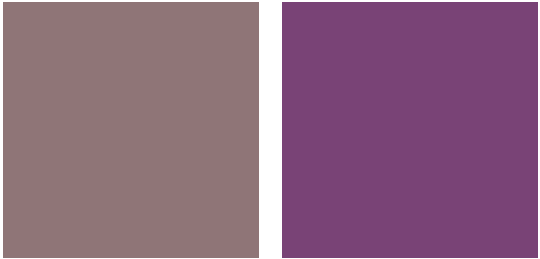
The simple things
in life
are often
the best



Life was **simpler** then...

These days, even the most mundane decisions can require a cut lunch and a compass for navigating all the possible options. Was your last cup of coffee the traditional kind or decaf? Low fat or full cream? Short? Long? To go? With or without sugar?

Sometimes, being 'spoiled for choice' is more like being overwhelmed by choice. For many of us, that's how it feels when we're confronted with all the different investment options that are available. Add to this an ever-changing and turbulent global economic environment, and the result is a decision that we know we should make, but would rather not. There has to be an easier way – and there is...



Keeping it simple

Kim had been working and saving for a few years. She wanted to put her savings to good use, but she was daunted by the thought of coming up with an investment plan. Alex, her colleague, had been encouraging Kim to start up her own share portfolio, but Kim knew nothing about shares, and didn't feel that she had the time to find out. Besides – where would she start and was her \$2,000 really worth all the trouble?

So, Kim continued to avoid making a start on her investment plan, and her \$2,000 languished in her savings account. It wasn't until a friend recommended a financial adviser to Kim in her local area that things started coming together and she came to see just how simple investing could be.

The financial adviser made an assessment of Kim's financial circumstances, long-term goals and investment options. Kim took up her adviser's recommendation and invested her money in a managed fund.

What is a managed fund?

A managed fund pools the money of individual investors to form a single investment fund. The fund is managed by professional investment specialists who invest the pool of money on your behalf. Investments can be made in a range of different types of assets according to the investment objectives of the fund.

Managed funds are also called 'unit trusts'; because your investment buys you a number of 'units' in the managed fund. If you invest \$1,000 in the fund, and the individual units in that fund are valued at \$1, then your \$1,000 will have bought you 1000 units.

Just as shares and other assets go up and down in value, so do unit prices, as they reflect the value of the fund's underlying investment in these assets



Leaving it to the experts

Now, rather than Kim having to be the investment expert, her investment is in the hands of her fund manager, so the way Kim sees it – she has a whole team of experts on her side. That’s not the only advantage that Kim’s chosen investment approach will bring her – in fact there are many, starting with something as simple as time.



Kim always knew she didn't have the time to run her own portfolio, and so her managed fund investment gives her the best of both worlds. On one hand she has fulfilled her goal of putting her savings to work, while on the other hand she has saved time by avoiding the paperwork, research and administration that would have been associated with running her own portfolio.

Why invest in a managed fund?

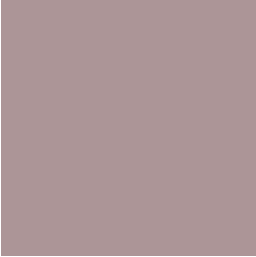
There are a number of ways in which managed funds can take the hard work out of investing, while also bringing some added value along the way. Investing in a managed fund allows you to take advantage of:

- experienced and qualified investment professionals managing your investment
- freedom from the time, paperwork and hassle of managing your own share portfolio
- greater buying power and broader investment opportunities at home and abroad
- an easy way to diversify your portfolio across a broader range of asset classes, and
- services such as savings plans to help you steadily build your investment over time.

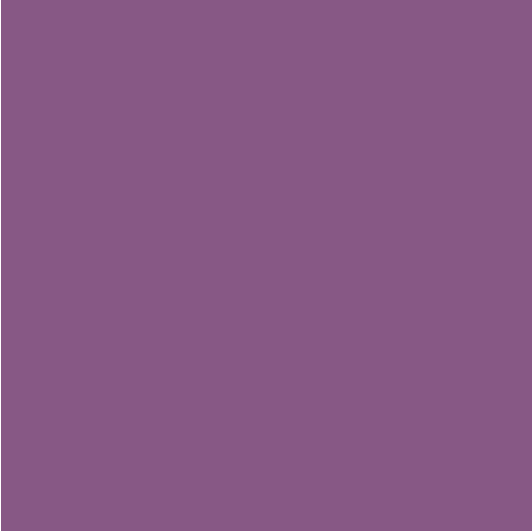


Diversification made easy

Kim's diversified managed fund is spread across asset classes such as international shares and commercial property.




The advantage of accessing these investment opportunities is not only professional management, but also the greater buying power that managed funds can achieve.



Managed funds are a great way to achieve broad diversification – a vital tool for reducing risk and enhancing portfolio returns.

The structure of a managed fund means that investors like Kim can group their small amounts of money together with other investors to form a single, larger pooled fund. The result is much greater buying power than Kim could have achieved on her own, and much greater ability to diversify her investment across a broad spread of asset classes, even with her initial investment of just \$2,000.



Which managed fund is for you?

Investments are broadly grouped into categories such as cash, shares, property and fixed interest and alternative investments – these are known as asset classes. There are many different types of asset classes, and many different types of managed funds which invest in them. For example, some managed funds invest only in shares, some only in property and others in fixed interest, or cash. Managed Funds may also invest across a spread of some or all of these asset classes.

With so many investment options available, how do you know which managed fund is for you? When making an investment decision, a number of factors need to be considered...

- How long do you want to keep the investment?
- How much risk can you tolerate?
- Do you want income, or capital growth, or both?

A decorative graphic consisting of several colored squares in shades of purple, brown, and beige. A large purple square is in the center, containing the text. Other squares are arranged around it: a light beige square at the top left, a dark purple square at the top center, a brown square at the top right, a light purple square at the top far right, a medium purple square on the left side, a light beige square at the middle right, and a brown square at the bottom right.

For Kim,
saving is
simpler,
and so is life!

Kim's adviser also suggested that she start a savings plan with her managed fund investment. By simply adding \$200 to her investment each month, Kim is taking advantage of powerful wealth-building tools such as compounding and dollar cost averaging to help her investment achieve steady growth over time.

So, while Alex is spending her Saturday pouring over prospectuses and paperwork, trying to keep up to date with the companies she is invested in, as well as those she might one day invest in, Kim is heading off to the gym before catching up with some family for lunch. All the while Kim knows that the hard work of managing her investment is being taken care of.

The value of seeking advice

Many of us don't see a financial adviser until we're just about to retire, but there are many benefits to seeking advice early, and getting your financial plan under way sooner rather than later.

It is important that you seek the advice of a fully-qualified financial adviser before making investment decisions. Whether you're just starting out or you want to reassess your existing plan and make some new decisions, your adviser will be able to thoroughly assess your personal financial circumstances and provide you with advice about which investments will best suit your needs – now, and into the future.

Why not ask your financial adviser?

Success

with managed funds

- Focus on your long-term goals.
- Let the investment experts do the hard work for you.
- Reduce your paperwork and administration hassles and make more time for yourself.
- Enjoy the advantages of greater buying power and the benefits of diversification.
- Take advantage of savings plans to steadily build your investment over time.



Talk to your financial adviser today about using managed funds to take the hard work out of investing.

Would you like to know more?

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