

INDIVIDUAL  
ENDURING  
INDISPENSABLE



## FOUNDER'S PRINCIPLES

---



In 1999, after 20 years in the finance industry, Anthony Starkins founded First Samuel. He placed ethics at its core and laid down four guiding principles:



### PERSONAL

Place the client at the centre of everything we do. Build a business based on relationships, not transactions or product sales.



### TRUSTWORTHY

Be transparent in everything we do. Reject commissions. Have an independent board of directors. Place our clients' interests above our own.



### UNCOMPLICATED

Integrate the three critical wealth management services, where everything is done for the client in a single service.



### EFFECTIVE

Employ experienced experts, focussing on long-term outcomes.



# WEALTH MANAGEMENT BY TRUSTED EXPERTS

---

You and your family are precious. So is your wealth.

Wealth is an opportunity for security and for choices. It deserves to be managed by trusted experts.

For over twenty-five years First Samuel has helped our clients best capture opportunity, provide choice and, importantly, address the vulnerabilities and complexities of wealth management.

We are a team of trusted experts integrating the three critical areas of wealth management in a client-centred service.

This gives our clients the confidence that their wealth is being meticulously managed. So that you can attend to other matters in your lives, be it family, work, leisure, travel or discovery.



# WEALTH MANAGEMENT IN ONE SERVICE

## FIRST SAMUEL ADDS VALUE WHERE OTHERS CANNOT

Essential Wealth Management Services	First Samuel	Industry Super Funds	Financial Planner <sup>1</sup>	Stockbroker	Do It Myself
Highly customised service	✓	✗	✗	✓	✓
Integrated wealth management service <sup>2</sup>	✓	✗	✗	✗	✗
Fees and costs consistent with your needs	✓	In some cases	✓	In some cases	In some cases
Your own private client adviser	✓	✗	✓	✓	✗
Ongoing comprehensive personal financial advice	✓	✗	✓	✗	✗
Superannuation & non-superannuation advice	✓	✗	✓	✗	✗
Investment taxation advice <sup>3</sup>	✓	✗	✓	In some cases	✗
Updates on changes to superannuation, personal tax, etc laws	✓	✗	✓	✗	✗
Almost unlimited customisation of investments	✓	✗	✗	✓	In some cases
20-year plus published performance history	✓	In some cases	✗	✗	✗
Tailored investment portfolio	✓	✗	✗	✓	✓
Actively managed portfolios	✓	In few cases	In rare cases	✓	In some cases
Investment decisions made by experts	✓	✓	✓	✓	✗
Direct investments	✓	In few cases	In few cases	✓	✓
Superannuation & non-superannuation investments	✓	✗	✓	✓	✓
Direct access to your professional portfolio manager <sup>4</sup>	✓	✗	✗	✓	✗
Ability to optimise tax payable	✓	✗	In some cases	✗	✗
Daily updated, secure online reporting	✓	In some cases	In most cases	✓	In rare cases
Daily updated year-to-date performance	✓	In some cases	In some cases	In some cases	In rare cases
Independent audit certificate, including GS007 certification <sup>5</sup>	✓	✗	✗	✗	✗
Weekly investment commentary	✓	✗	In some cases	In some cases	✗
Monthly investment video	✓	✗	In some cases	In some cases	✗
Annual Accountant's Pack	✓	✗	In some cases	In some cases	✗

1. A traditional retail financial planner providing financial services utilising a regulated platform or public offer managed funds. 2. The provision of financial advice, investment management and custody & administration as a collective offering.

3. Taxation advice on investment assets as permitted under the definition of tax (financial) advice. 4. 'Professional portfolio manager' refers to the company's CIO or equivalent person holding CFA or comparable qualification.

5. A comprehensive audit, including appropriateness of controls for an account managed on a discretionary basis.

# THE ESSENCE OF HOW WE WILL LOOK AFTER YOU

## YOU AT THE CENTRE

We place you at the centre of everything we do. Our focus is on serving your needs, not on transactions or selling products.

## BEST OF EXPERTS

Your Private Client Adviser will bring together for you the best of First Samuel's expertise, not just that of a single person.

## ONE SERVICE

For your convenience and to best capture wealth opportunities, First Samuel combines the three critical wealth management constituents:



...into one service. This is very different to fragmented models elsewhere.

# LIFETIME WEALTH PLANNING

## 'RETIREMENT PLANNING' IS PLANNING THAT RISKS BEING TOO LATE

Wealth management is not bound by when you retire or plan to retire. It's about giving you choices over your entire lifetime.

So, it's obvious that if it's smart to start investing early, even as little as \$6.50 per day, then it's also smart to have a lifetime wealth plan.

### Consider Zoe, Fred and Joe.

Zoe and, to a lesser extent Fred, started early and captured the benefit of 'compounding returns'.

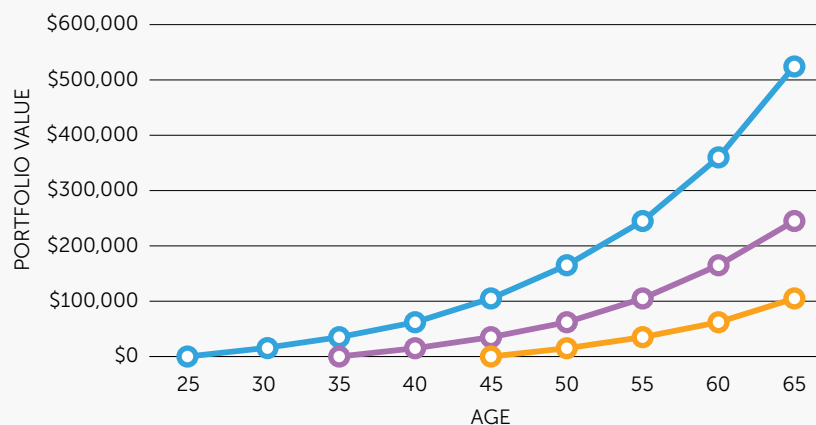
Joe decided to start his retirement planning when he was 45, and decided to start augmenting his mandatory superannuation. But it is clear from the chart (a somewhat simplified example of his non-superannuation investments) that his planning is too late.

Certainly, all is not lost for Joe. Consider the best time to plant a tree: 10 years ago. The second-best time: today.

Wealth planning is not just about how much you can put into superannuation. It's about choices: spending, investment, lifestyle, housing, etc.

These choices start soon after you start earning.

### SIGNIFICANT BENEFITS FROM STARTING EARLY



**ZOE** Zoe starts investing at 25. Her total investment return is \$432,025.

**FRED** Fred starts investing at 35. His total investment return is \$173,417.

**JOE** Joe starts investing at 45. His total investment return is \$56,793.

Assumes: \$200 invested per month; 7% p.a. return; No taxes or fees. Source: First Samuel.



The wealth management practice called 'Retirement Planning' is planning that risks being too late. At First Samuel we advise our clients that a better way is 'lifetime wealth planning'.

Your wealth, no matter how small or large, is an opportunity for security and to provide choices.

Wealth management is, therefore, not bound by when you retire or plan to retire. It's about giving you choices throughout your life.

Starting early and investing regularly provide a vast range of choices for when you are ready to stop working.

But the world is not that simple. Investment markets do not grow evenly. Taxes distort investing.

At First Samuel, we offer comprehensive wealth management services to give you the ability to make choices.

# INVESTMENT MANAGEMENT

## FEW CAN DO FOR YOU WHAT WE DO

What does this mean for you?

Unlike many mass-produced alternatives, you can:



Invest in non-superannuation assets



Own an asset mix designed to suit you



Have a dedicated Private Client Adviser



Invest without the problem of 'market impact'



Have your capital gains actively tax managed

The result is peace of mind, knowing that experts are managing your investments for your individual requirements.



Receive your correct allocation of franking credits



Avoid the capital gains tax positions of previous investors



Invest in exciting start-up and venture capital companies where appropriate



Have an almost unlimited customisation of investments

We will design an individually managed portfolio that is directly invested and designed to meet your objectives, liquidity needs and values.

We know that tax is by far your biggest wealth management expense. We directly and individually manage your investments so that your tax outcomes can be optimised.

Whether via SMSF, individual, company, and/or trust ownership, your portfolio will be constructed and managed with consideration of your values and investment preferences.

**First Samuel is one of only a handful of companies that creates truly bespoke investment portfolios.**

# SELF-MANAGED SUPERANNUATION

## GETTING UNDER WAY



### Establishment

First Samuel will guide you through the process of setting up your Self-Managed Superannuation Fund (SMSF), ensuring it meets all legal and regulatory requirements. And your needs.



### Accountant

You will need to appoint an accountant to your fund. This is often the same as your personal or business accountant. We work with your accountant to ensure that every detail is considered.



### Wealth strategy

Your Private Client Adviser will work with you to develop a wealth strategy and to guide your cash flow needs. You will receive ongoing advice on tax and related superannuation changes.



### Investment

First Samuel will establish your own SMSF investment portfolio. It will be designed and managed to meet your needs.



### Compliance & administration

First Samuel will handle the ongoing administration of your SMSF, ensuring all contributions, tax obligations, and reporting requirements are met.

## TAKE CONTROL OF YOUR SUPERANNUATION

A Self-Managed Superannuation Fund (SMSF) is a personal superannuation fund that you control and manage. It's just for you and your family. It can be a multi-generational wealth accumulation vehicle.

Instead of relying on a large industry or retail superannuation fund, you (or a company of which you are a director) become the trustee of your own fund. This gives you the flexibility to choose your investments, better manage tax and tailor your superannuation strategy to your specific goals.

## WHY CHOOSE FIRST SAMUEL FOR YOUR SMSF?

We do everything for you:

### Dedicated Private Client Adviser

Your experienced First Samuel adviser is always on hand to manage your advice, investment and administration needs.



### Individually tailored investment strategies

We design an SMSF portfolio that is aligned with your risk tolerance, investment preferences, retirement goals, and cash flow needs.



### Direct investment & tax management

We will invest directly in a wider range of assets to optimise your returns and tax advantages.



### Communication

You can talk directly to the person who manages your investments.



### Streamlined administration & reporting

We do all of the record-keeping; you can view investment reports online; your portfolio will be independently audited each year; we assist with all compliance matters, and our annual Accountant's Pack will provide all of the necessary information.



# FAMILY WEALTH MANAGEMENT/ FAMILY OFFICE



## YOUR FAMILY IS MULTI-GENERATIONAL. SO SHOULD BE YOUR WEALTH PLANNING.

### What to expect

#### A team of experts

You will have the benefit of the best of First Samuel's thinking, not just of a single person.

#### Structural efficiency

We ask "how best to capture your long-term after-tax investment opportunity for your family?" And not just "how much can you put into superannuation?"

#### Cross-generational

Many family wealth management opportunities are missed by waiting for your passing. Our management includes cross-generational transfers of income and/or capital for family tax-management or asset protection reasons.

#### Certainty when events occur

Uncertainty is expensive. A will alone isn't enough. Our team will help protect you and your loved ones by guiding you through a comprehensive suite of legal documents covering medical decisions, finances, guardianship, and more, both for your lifetime and beyond.

#### Customised investments

Only by customising your investments, can your investment objectives be fully met. This extends to tailored sub-portfolios in different asset classes and a full range of securities not normally available to smaller investors. Different portfolios (e.g. superannuation, individual) can have different objectives, asset mixes and securities.

#### Administration & reporting

You will want more than the minimum required to keep your accountant happy. Comprehensive, daily-updated online reports, independently audited accounts, etc will meet your and your accountant's needs.

#### Ongoing advice

This is not just a formal annual review. But ongoing access to personal financial advice.

This provides comfort in knowing that advice is always on hand to address changes in your circumstances (e.g. retirement, inheritances) or those external to you (e.g. tax, regulatory changes).

#### Investment updates

You need to know what's going on, not only in your portfolio(s), but also in the markets that drive them.

You will receive regular and personal investment updates.

#### Relationship

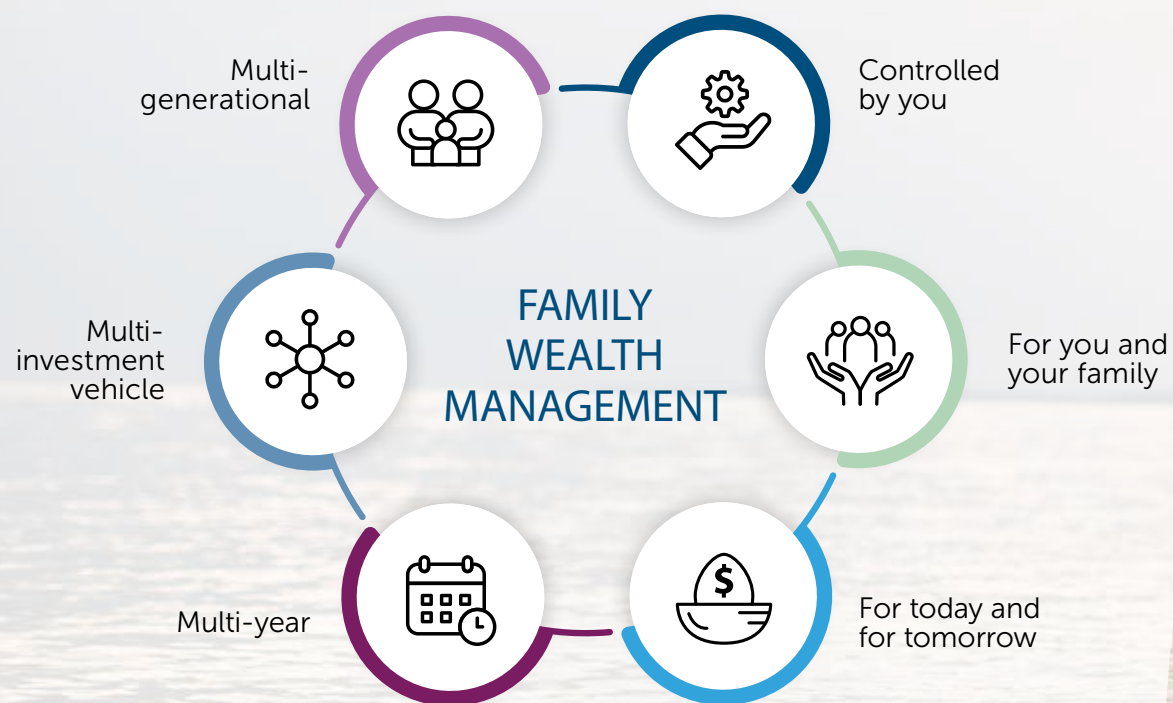
Finally, an enduring relationship that each of us values.

## YOUR WEALTH IS AN OPPORTUNITY FOR SECURITY AND CHOICES FOR YOU AND YOUR FAMILY.

It is also vulnerable to multiple and changing tax regimes; changing governments; disparate service providers; and short-term thinking.

First Samuel's Family Wealth Management, often termed a 'family office,' will help you both capture the opportunity and address the vulnerability. With confidence.

The days of thinking of wealth management as single-year (i.e. this year), single source (superannuation), single vehicle (managed fund), single tax rate (superannuation) are long gone.

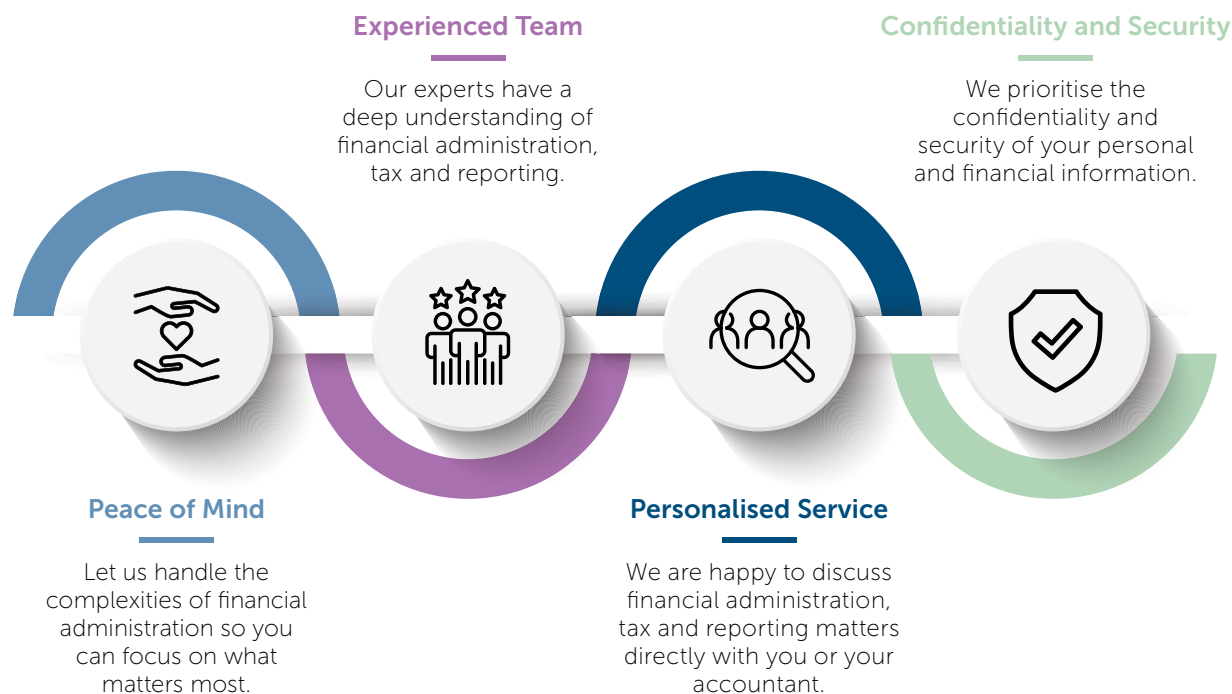




# REPORTING & ADMINISTRATION

## YOU NEED TO KNOW WHAT'S GOING ON. SO DOES YOUR ACCOUNTANT.

First Samuel's Reporting & Administration service is integral to our offering.



Managing complex financial affairs is time-consuming and complex. We provide comprehensive administrative and reporting services to simplify your financial life.

**Record keeping, secure online reporting, bill paying, cash management, independent audit report, etc. We do it all for you, so you don't have to.**

- » Your investments are independently audited and an audit certificate issued
- » Payments to ATO or to your accountant
- » Complete tax records maintained
- » Authenticated payments to third parties
- » Regular payments, such as pensions
- » Corporate actions

### What does this mean for you?

- » Your time is better spent on the things you enjoy, while we handle the paperwork
- » You have transparency of everything that we do for you
- » Your accountant will have all of the information needed

# RISK, COMPLIANCE & GOVERNANCE

---

## TAKE COMFORT FROM THE WAY WE DO THINGS

### Investment Governance

Our investment governance regime is structured to ensure that each client's portfolio is built and managed to meet that portfolio's Investment Program.

Each portfolio's Investment Program contains an investment objective (usually expressed over rolling five-year periods) and an asset allocation that is agreed as being appropriate for the portfolio's risk and return expectations.

Other matters such as prohibitions, assumed tax rate, etc are also in the Investment Program.

The investment governance structure has several components, which together ensure that each client's Investment Program is met.

### Investment Responsibility

The responsibility for the investment management of each portfolio and its adherence to its Investment Program lies with the Chief Investment Officer (CIO), with the oversight of the Risk, Compliance and Governance Manager (RCGM).

### Investment Review

There are two levels of review.

Firstly, First Samuel's RCGM has oversight of each portfolio's Investment Program and ensures all investments are within each portfolio's Investment Program and within the company's Approved Investments Schedule. This is undertaken separately to the CIO.

Secondly, the CIO reports to the Board's Investment Governance Committee at least bi-monthly on a range of matters including performance of model sub-portfolios, performance exceptions, Investment Program breaches and rectification measures, risk level changes, etc



First Samuel has a dedicated Risk, Compliance and Governance Manager (RCGM). The RCGM reports not only to the Chief Executive Officer, but also to the Chair of the Board's Audit and Risk Committee. This is to ensure objectivity and the absence of any conflicts of interest.

**The role has four critical tasks:**



These four functions are managed in a framework that is both accessible and understandable.

## OUR KEY EXPERTS



**Guy Strapp**

**Chairman**

Mr Strapp has 40 years' experience in investment management, both as a Chief Executive Officer and as a Chief Investment Officer. His last executive role was as CEO of Eastspring Investments Limited (formerly Prudential Asset Management), Hong Kong, where he was responsible for businesses across 10 countries in Asia as well as Europe, the UK and US, with over \$270 billion under management.

He has held senior roles with Citigroup, BT and JP Morgan. He is currently Chairman of Platinum Asset Management Limited.



**Sean Cash**

**Chief Executive Officer**

Mr Cash has over 30 years' experience, the last 20 years in senior executive roles. He spent 13 years with National Australia Bank in a series of executive management roles.

Prior to this he worked for 20 years with ANZ Banking Group, also in senior management roles.

He has extensive experience across multiple banking disciplines including financial markets, treasury, retail banking, risk, legal & compliance, finance, technology and strategy.

He has led large teams across multiple jurisdictions and has worked or resided in the UK, Americas, Asia and India.



**Craig Shepherd**

**Chief Investment Officer**

Dr Shepherd has 20 years' experience in the finance industry. Prior to joining First Samuel, he was a Senior Portfolio Manager and Senior Economist with JCP Investment Partners, a Melbourne-based boutique Australian equities manager.

There, for ten years, he managed Australian equities (with a leaning to small caps) and helped develop the investment capability of a large team of equity professionals.

Prior to that, he was a Senior Equities Analyst at Commsec and Principal Economist with the National Institute of Economic and Industry Research.



**Braith Morrow**

**Head of Advice and Compliance**

Mr Morrow has 20 years' experience in the financial services industry.

Prior to joining First Samuel, he spent over 12 years with Findex and Crowe Horwath including as Senior Compliance Manager with responsibility for the regulatory and legislative obligations across their Australian and New Zealand financial services operations.

Prior to that, he was a Legislative Analyst at AXA Australia.



**Debra Kuch**

**Risk Compliance and Governance Manager**

Ms Kuch has over 30 years' of experience in the finance industry, with roles across Compliance, Operations & Sales.

She transitioned to Wealth Management in 2013 from Commercial and Asset Finance roles held with Westpac, GE, FlexiGroup & NAB.

Initially a licenced Financial Adviser herself, she more recently has held Compliance Manager roles with financial service firms where she was responsible for onboarding, regulatory oversight and coaching of financial advisers, mortgage brokers, paraplanners and support staff.

# CORPORATE DIRECTORY

## COMPANY

First Samuel Limited

## ABN

51 086 243 567

## AFSL

225 405

## BUSINESS

Private client wealth  
management

## FOUNDED

1999

## OWNERSHIP

Directors, Associates,  
some external

## CHAIRMAN

Guy Strapp

## CEO

Sean Cash

## COMPANY SECRETARY

Debra Kuch

## EXTERNAL LEGAL COUNSEL

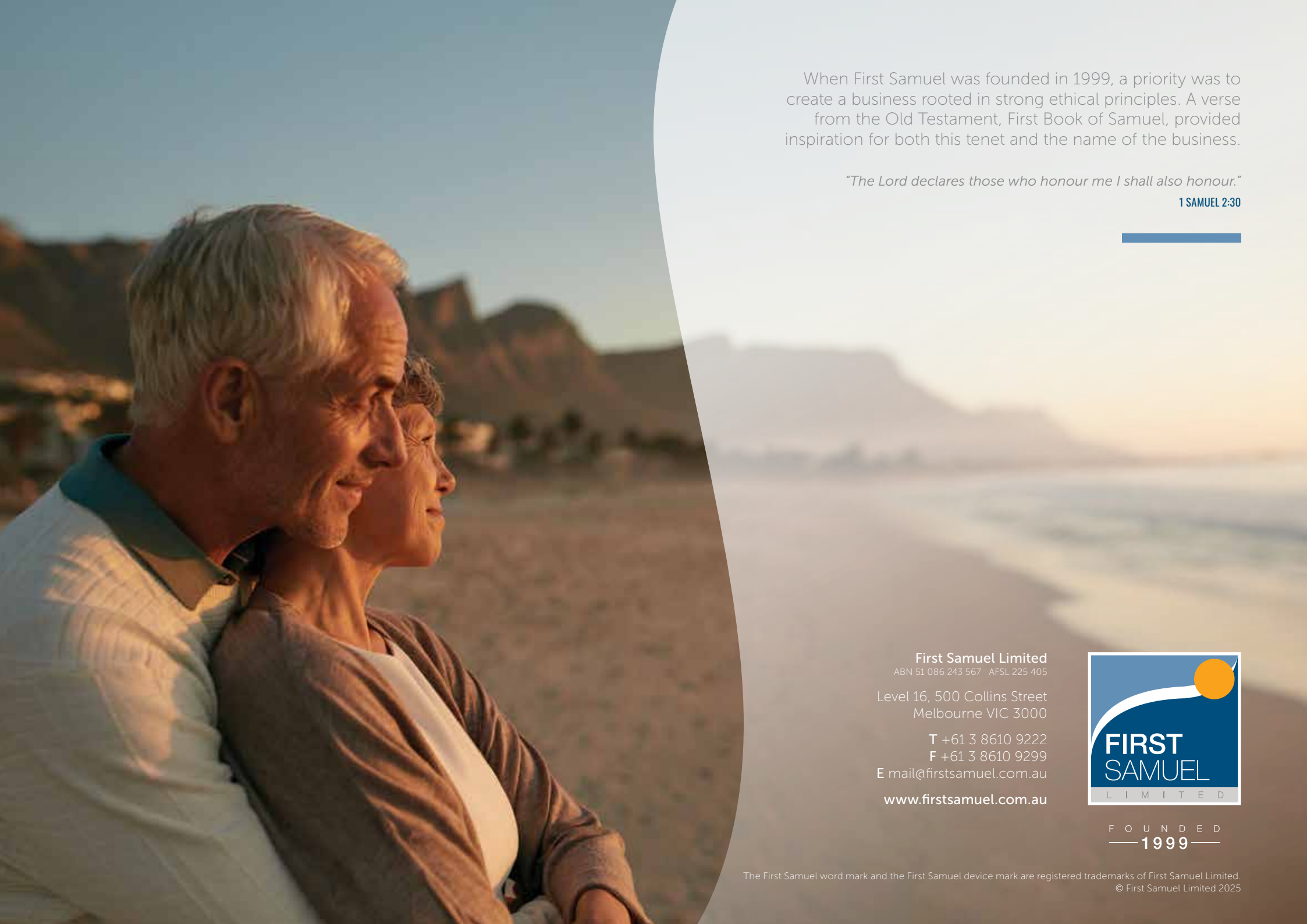
HWL Ebsworth Lawyers  
Simon Crawford, Partner

## AUDITORS

Morrows Audit Pty Ltd

## CLIENTS

Individuals and their families,  
Not For Profit organisations



When First Samuel was founded in 1999, a priority was to create a business rooted in strong ethical principles. A verse from the Old Testament, First Book of Samuel, provided inspiration for both this tenet and the name of the business.

*"The Lord declares those who honour me I shall also honour."*

1 SAMUEL 2:30



**First Samuel Limited**

ABN 51 086 243 567 AFSL 225 405

Level 16, 500 Collins Street  
Melbourne VIC 3000

T +61 3 8610 9222

F +61 3 8610 9299

E [mail@firstsamuel.com.au](mailto:mail@firstsamuel.com.au)

[www.firstsamuel.com.au](http://www.firstsamuel.com.au)



FOUNDED  
— 1999 —