



United Sector Leaders Australian Equities Fund – Manager Profile

Integrity Investment Management

Australian equities

December 2009



At a glance

Date of appointment:

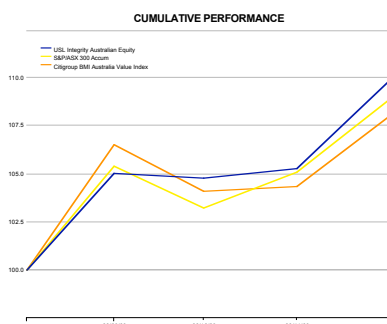
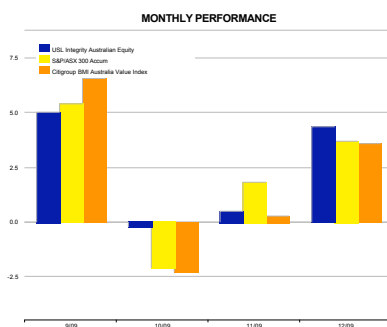
September 2009

Style:

Value

Funds allocated to manager:

AUD \$257.7m as at 30 December 2009



United's Philosophy behind Integrity

In September 2009, United Funds Management awarded a \$215 million Australian equities mandate to Integrity Investment Management Australia Limited.

United's analysis indicates that Integrity blends exceptionally well with incumbent Australian equity investment managers: Alleron, SG Hiscock and Solaris. Integrity's 'value-biased' strategy has the potential to contribute to the return and risk objectives of the United Australian Equities Fund and the United Diversified Funds.

Company overview

Integrity Investment Management is a specialist Australian shares fund manager, which was founded in 2007 by Paul Fiani, formerly Managing Director and Head of Australian Equities at UBS Global Asset Management, together with colleagues Shawn Burns, Marcus Truman and John Moran, all formerly Executive Directors at UBS.

Investment style

Integrity employs a sophisticated approach to valuation which focuses on forecasting mid cycle, sustainable cash flows to determine valuations with tax effectiveness and corporate governance implicit in the process. Integrity allows for any impacts of trend earnings from structural changes within an industry or company as well as adjusting for financial engineering which can have the effect of artificially increasing current earnings. Around these stable valuations, short term noise, fear and greed provide investment opportunities.

Stock selection and portfolio construction

Integrity's employs a four step research approach for stock selection and portfolio construction comprises the following steps:

1. Industry review
2. Company research thesis
3. Fully integrated financial statements into financial models
4. Integrity Sustainable Valuation Ranking

Disclaimer

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