

ABOUT EARNSLAW GOODLIGHT
and WHAT IT MEANS FOR YOU



EARNSLAW
GOODLIGHT

WEALTH
MANAGERS



River Braids, Evening | Waimakariri

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ABOUT THE FOUNDER



Quentin was born and raised in Hastings and is the last of 5 children. After leaving Hastings Boys High School, he went on to study at Massey University

Quentin's first taste of finance occurred as he joined the National Bank as part of their Rural Graduate program where he trained to be an Agri-manager. Then quickly progressing to Commercial and Corporate banking working for the BNZ in Queen Street Auckland. As an analyst, Quentin arranged banking and finance for facilities for some of New Zealand's better known companies as well as some international companies operating in New Zealand.

Then with a business partner, Quentin was able to start his first business - a small finance franchise. The business was successful, and after 3 years he sold his shareholding to focus on the establishment of a Commercial Finance brokerage. This business works with New Zealand businesses owners to arrange their funding so they can grow.

With customers maturing and strong relationships in place, it was only logical that the same skill set used for banking and finance was realigned to support customers with an Investment offering. Therefore, Quentin was able to bring Earnslaw Goodlight to the market. Earnslaw Goodlight is an independent Investment Advisory firm with and is working towards a strong social component. The independence is an important feature as it allows the investment advice to be structured solely for the benefit of the client and therefore has the biggest impact in their lives.

Outside of work, while a few years have passed, Quentin takes pride in the fact that he completed 3 Coast to Coast multi-sport events. He still maintains a keen interest in outdoor sports and when time allows will head out for cycling, surfing and an occasional hunting trip.

Quentin has previously been a member of the Institute of Directors and until recently was a Board Member for 7 years of not for profit, Cambridge Lifeskills which provides counselling for 5 to 15 year olds. He lives on the outskirts of Cambridge with his wife and their 3 children who are in their late teens.

A TRUST ACCOUNT & WHY ITS IMPORTANT

Your funds are important to you. They maybe your life's work and you may depend on them for income. Or they maybe inheritance and be significant in that you know that the provider of those funds, would want to see good outcomes that benefit you.

So, before discussions start about investing, and handing over your funds to a 3rd party for management, people want to know the protection that is in place for them.

In the case of Earnslaw Goodlight, all our customers are provided with a Custodial Trust account provided by NZX Wealth Technologies.

NZX Wealth is a subsidiary of the New Zealand Stock Exchange. They work with and provide Trust account management services for some of the most reputable and largest wealth management firms in New Zealand.

Its important to recognise that protection for your funds comes from the fact that the Custodial Trust Account is in your name. Funds never pass through to Earnslaw Goodlight and rights of ownership are always with you - which is safer than a bank.

Please feel free to talk to the team at NZX Wealth Techonolgies any time.

Katharina Battenhausen - Relationship Manager 027 249 5248

Martin Cantell - Head of Product Strategy 021 280 3218



THE CHALLENGE INVESTORS FACE

New investors, that have come into funds can quickly find themselves in a world overloaded with information and agendas.

Unable to find a path forward that makes sense to them, they will often put funds in the bank. Many will do so, feeling that it is safe and may not realise that inflation can erode the true value of their savings over time. So what appears to be a safe approach, when properly understood, is in fact. far from it.

Existing investors may be attracted to large brands based on their visibility, size and appearance of sophistication. This strong market presence leads investors to feelings of safety and comfort.

Its also common for the large brands to provide their own in-house solutions which means investors can miss out on better returns. These returns when compounded over time make meaningful differences in their lives.

Problems can also emerge with investors feeling like they are just a number and part of a means to an end.

The challenge for investors is to understand that the world of investment is large.

And because of its size, it means that laymen can unknowingly find themselves in environments where, they miss opportunities or their funds are at risk of loss.

For most people, their investment funds are important to them for income, future retirement plans or a lasting legacy for our wider family. Its absolutely vital that risks are understood, and well navigated.

OUR APPROACH

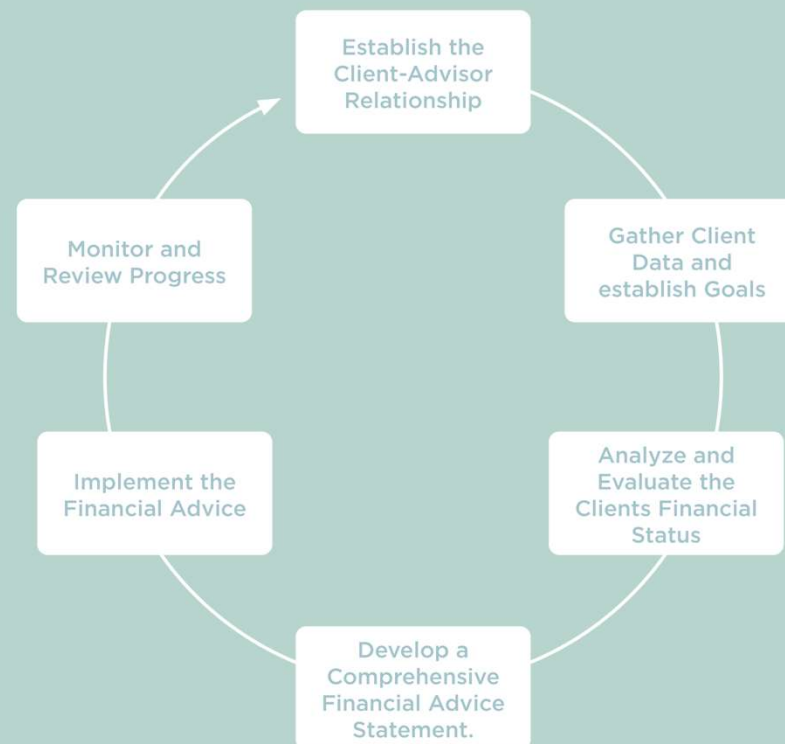
Step 1 - Remove the Conflicts of Interest

- Many of the large investment houses, still operate with a reward system for the buy and the sell of your investments. This brings about a natural conflict of interest that can see investor objectives quietly put to the back. At Earnslaw Goodlight, we do incur a market cost for transactions on your behalf. However, Earnslaw Goodlight does not make any profit from these trades.
- And, to ensure that we can look after your interests all of the time. we also don't provide our own in house funds. This means we are free to range across the market pursuing the right fund and the right return for you.

Because we do not have any conflicts of interest it means we look after only your interests, all the time.

Step 2 - Use a Globally Recognised Process

Where do good investment outcomes lie? We believe that following the 6 Step Advice process gives us the best chance of delivering good outcomes for our customers. The 6 Step process is a globally recognised framework used by financial advisers to make informed decisions about customers money and achieve their financial goals. Here are the 6 Steps;



WHY CHOOSE EARNSLAW GOODLIGHT?

A CLIENT CENTRIC APPROACH

With our independence, it means we can focus on you. Consider, the performance of 2 well known fund managers against one of our preferred Fund Managers;

Simplicity Growth Fund

Returns Performance					
-1.15%	3.35%	9.36%	-1.11%	4.37%	6.45%
1 Month	3 Months	1 Year	2 Years	3 Years	5 Years

Milford Active Growth Fund

1 Year Return 9.48% <small>as at date 31 Aug 2023</small> Benchmark 10.00 % <small>(After fees before tax)</small>	Since Inception 11.52% p.a. Benchmark 10.00 % <small>(After fees before tax)</small>
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Earnslaw Goodlight Preferred Fund Manager

	1 month	3 months	6 months	1 year	3 years (p.a)	5 years (p.a)	7 years (p.a)	10 years (p.a)	Since inception (p.a)
Growth									
	3.66%	9.34%	6.06%	5.15%	12.81%	10.25%	11.82%	12.21%	15.74%

Information available via respective websites as at 26 September 2023

AND AN EXAMPLE OF WHAT THAT CAN LOOK LIKE IN REAL TERMS

VALUE OF FUNDS OVER TIME

YEAR	SIMPLICITY 6.45%	MILFORD 11.52%	EARNSLAW 15.74%
0	250,000	250,000	250,000
1	266,125	278,800	289,350
2	283,290	310,918	334,894
3	301,562	346,735	387,606
4	321,013	386,679	448,615
5	341,718	431,225	519,227
6	363,759	480,902	600,954
7	387,222	536,302	695,544
8	412,197	598,084	805,022
9	438,784	666,983	931,733
10	467,086	743,820	1,078,387
11	497,213	829,508	1,248,126
12	529,283	925,067	1,444,580
13	563,422	1,031,635	1,671,957
14	599,763	1,150,479	1,935,124
15	638,447	1,283,014	2,239,712



KEEPING TRACK OF YOUR INVESTMENTS

What's the value of your shares today? And then there is the dividend and interest income. Withholding tax, franking credits, tax jurisdictions... it's starting to get complicated.

... but we've got this.

When we partnered with NZX Wealth Technologies for Trust account services, we also wanted a leading technology platform to capture all information.

The NZX Wealth technology platform keeps track of all your income, tax paid and provides up to the minute values of your investments for you and your accountant.

As long as the investments are loaded in our system then things are getting simple.

Log in anytime, anywhere to view your information.



THE GOODLIGHT PROJECT

THE CHALLENGE TO OVERCOME

If we study the grasping effects of the Circle of Poverty, at its core is a lack of resources. A series of self reinforcing factors including;

- Lack of capital
- Reduced education opportunities.
- Reduced earning ability.
- The rent /savings trap
- Poor social connections
- Reduced health

For some people trapped in the Circle of Poverty, their fate was determined from the day they were born. They never had an opportunity or the knowledge within them, or in the community around them as to how to break free.

Why is this important?

If we are to have happy and vibrant communities, where we and our children feel safe, have good mates and have positive social statistics then we must engage and break the Circle of Poverty. In recent years, with the rate of home ownership declining, this need is more urgent than ever.



OUR SOLUTION

We propose to break the Chains of Poverty! For every \$75m of funds held under Earnslaw Goodlight management we;

- With a bias towards women and children we purchase homes on behalf of selected applications.
- They rent the home from the Project at 80% of the normal market rent. This rent is banked to an account where it is saved on their behalf.
- In the meantime, the Project pays for the mortgage on the property.
- Then when the applicant has accrued enough deposit from saved rent, and all other factors are stable, they purchase the house from the Goodlight Project at the original cost.
- The numbers look like;

Capital

Purchase Price	700,000
Refurbishment, Heating & Insulation	30,000
<u>Total Capital Cost</u>	<u>730,000</u>

Funded by

20% Deposit	146,000
80% Borrowing	584,000

Operating Costs

Administration (General Manager)	5,000
Rates	2,000
Insurance	1,200
Loan @ 5.0% over 30 years	37,620
<u></u>	<u>45,820</u>



OUTCOMES

The Goodlight Project provides an environment to allow applicants to purchase their own home. In doing so, we provide them with the opportunity to create wealth, escape the rent/savings trap and break the perpetual circle of poverty.

In taking this action, we expect that those people will lead better lives, achieve better education, improved earning ability, better health and greater self esteem.

With these improved features, benefactors of the Goodlight Project participate in our schools, our workplaces and join the rich tapestry of our community. Our social statistics improve and we make our world that we live in a better place.

Further Information: Professor Ritchie Poulton, Dunedin Longitudinal Study

<https://dunedinstudy.otago.ac.nz/news-and-events/2012/looking-through-the-lens-of-1000-lives-p>

WHY THIS MATTERS

Some would say, Earnslaw Goodlight is small scale and yes, you will make a difference to those that you touch. But what's the biggest impact you may have? Here's the answer;

After a storm, a man walks down the beach in the early morning to find the beach littered with starfish as far as the eye can see in both directions.

In the distance, he notices a boy approaching. As the boy comes closer, the man sees the boy occasionally bending down to pick up something and throw it back into the sea.

As the boy comes closer, the man asks the boy what he is doing? The boy replies, "can't you tell, I'm putting the starfish back in the ocean. If the sun gets too high, they will die unless I get them back in the water."

The man replies, "but there's tens of thousands on this beach - you won't make a difference."

The boy bends down and picks up another starfish, puts it back in the water, and says, "I did to that one."

Adapted from The Star Thrower by Loren Eisely



Motukiekie Rock | West coast



Tractor Taxi | Clifton Beach

YOUR CHOICE AS A CUSTOMER

As an Investor based in New Zealand you now have a choice as to where you would like to place your investment funds. This choice is;

a) Place your funds with existing Wealth Management firms

Or

b) Align your business to a Wealth Management company who is independent and focuses on providing you with the best possible return relative to your risk profile

If its option (b), then please phone 0800 827 827 or send an email to info@earnslawgoodlight.co.nz to come onboard.

DISCLOSURE

Earnslaw Goodlight is the trading name of Earnslaw Goodlight Profinance Ltd. Earnslaw Goodlight Profinance Ltd is a registered Financial Services Advice Provider. The details of which can be checked via the Financial Services Providers Registers <https://fsp-register.companiesoffice.govt.nz/>. Our registration number is 755052.

For Disclosure information, please visit our website at www.earnslawgoodlight.co.nz where you will find full information relating to our Licensing, Privacy Statement and Complaints Procedure.

Earnslaw Goodlight
Ph: 07 827 0964 or 0800 827 827

Level 2, 76 Victoria Street
P O Box 1194
Cambridge 3450
New Zealand

