



The 5 Ws of

➤ **BNY** | INVESTMENTS

MULTI-ASSET INVESTING



WHAT is multi-asset investing?

Think of a multi-asset portfolio as a sports team – each player has different strengths and plays a specific role – like defence/offence.

There are many types of investments or asset classes. Property is an investable asset. But so too are shares (also known as stocks or equities) in a company as well as debt issued by a company or government (also known as bonds). The list of different assets is long and each has its own set of characteristics. Because of these differences, how they act at certain times – such as when interest rates are rising – can vary.



WHY should you consider multi-asset investing?

- **Convenience:** multi-asset offers an all-in-one investment offering. Its purpose is to blend assets, not just seek the stars.
- **Diversification:** by investing in a range of assets and geographies, you spread investment risk, which can lead to smoother performance.
- **Potential cost savings:** a multi-asset fund can provide access to a range of investments at a lower cost than setting up your own portfolio.



WHERE does it invest?

Anywhere. Multi-asset funds can be global or focused on a specific geographical region such as Europe, or a single country like the UK.

Each multi-asset fund is unique. Each multi-asset product has a different focus or mix of areas and assets.



WHO is it for?

Anyone. Given the vastness of the investment universe, there is a plethora of choice available. Should you choose a fund invested in just the shares of UK companies (equities)? Or just the debt of governments? They do not all perform the same way at the same time. Investing this way is like picking the members of the team you think will do best. Many investors do not want to make these decisions.

A multi-asset product is managed by a professional. Like a team manager, they are tasked with blending different types of investments for a determined outcome.



WHEN should you invest?

Anytime. Multi-asset investments can be less time-sensitive than investments in a single asset class, stock market, or individual company. Many multi-asset funds are also managed dynamically, changing their mix of assets to take advantage of different market conditions.

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