

## THE BIRTH OF A NEW BRAND



One of the objectives of our affiliate model is to ‘lift out’ investment teams and provide them with an investment management operating platform off which to manage client investments. The business is set up to attract investment teams that have the ability to raise third-party client investments off their experience, track record and reputation but understand that it is difficult to establish a business on their own given the financial capital and operational requirements to do so.

In 2015 we established RMI Specialist Managers to achieve this objective, and secured the expert fixed income team from Cadiz Asset Management – namely Jonathan Myerson, Bronwyn Blood, Vaneshen Naidoo, and Dalya Levin to start the fixed income capability of RMI Specialist Managers.

### + A NEW CHAPTER

Together, we have decided to rebrand RMI Specialist Managers to Granate Asset Management (Granate).

## SOME OF THE REASONS FOR THIS INCLUDE:

- 01 RMI is not a market-facing brand but an investment holding company brand.
- 02 An independent brand is critical to the development of this business, as it gives the team the ability to create their own identity in the market.
- 03 Our existing investments in asset management businesses have been done on the key principle of a non-interfering yet supporting shareholder, a principle supported by this choice.

There is no change to shareholding, management, or operational structures – RMI Investment Managers remains the majority shareholder and continues to support the business with all our financial, operational and distribution capabilities.

### + WHY GRANATE?

The pomegranate symbolises prosperity, excellence, wisdom, endurance, and knowledge - themes that resonate deeply with the team's values and investment philosophy. Thus, we have taken the heart of that name and adapted it.

The Granate team looks forward to collaborating with you, and will proudly live the pomegranate values to grow Granate Asset Management into a meaningful business that you, our client and stakeholders, can proudly associate with.