

SCM / Direct

INVEST WITH CONFIDENCE

Investments Reimagined

Smart, common-sense, modern investing with
100% transparency and low-cost access to
high-end wealth management.

Powered by ETFs, guided by experience.



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*"It's hard to know who to trust to look after your investments.
At SCM Direct, we invest our own money on the same terms as our clients."*

Alan & Gina Miller, Co-Founders

01 — ABOUT SCM DIRECT

Born From Crisis, Built on Principles

SCM Direct was born out of the 2008 Global Financial Crisis and the Founders' desire to improve investor outcomes, challenge complacent investment thinking, and respect clients by being honest, ethical, and transparent.

We offer investors low-cost access to high-end wealth management without layers of inefficiencies, intermediaries, and hidden fees.

Our investment strategy is a hybrid actively-passive approach that aims to reduce risk through diversification whilst keeping costs to a minimum by using carefully selected Exchange Traded Funds (ETFs).



Alan Miller

Co-Founder & Chief Investment Officer

35+ years investment expertise



Gina Miller

Co-Founder

30+ years' experience in financial services

OUR CORE VALUES



Transparency

Honesty and clarity at the core of what we do. Straightforward, jargon-free, reliable information.



Empowerment

Everyone should have access to financial education and literacy resources.



Integrity

Efficient, cost-effective, risk-appropriate, with highly liquid investments aligned with your values.



Vision

Encourage people to look after their financial health and secure their families' futures.



Skin in the Game

Founders invest their own and their families' money across all SCM Portfolios on the same terms and fees as clients. True alignment.

02

Our Track Record

Performance data, growth charts, and market context

02 — PERFORMANCE

Proven Track Record

259.6%

Long-Term Return
Since Inception June 2009

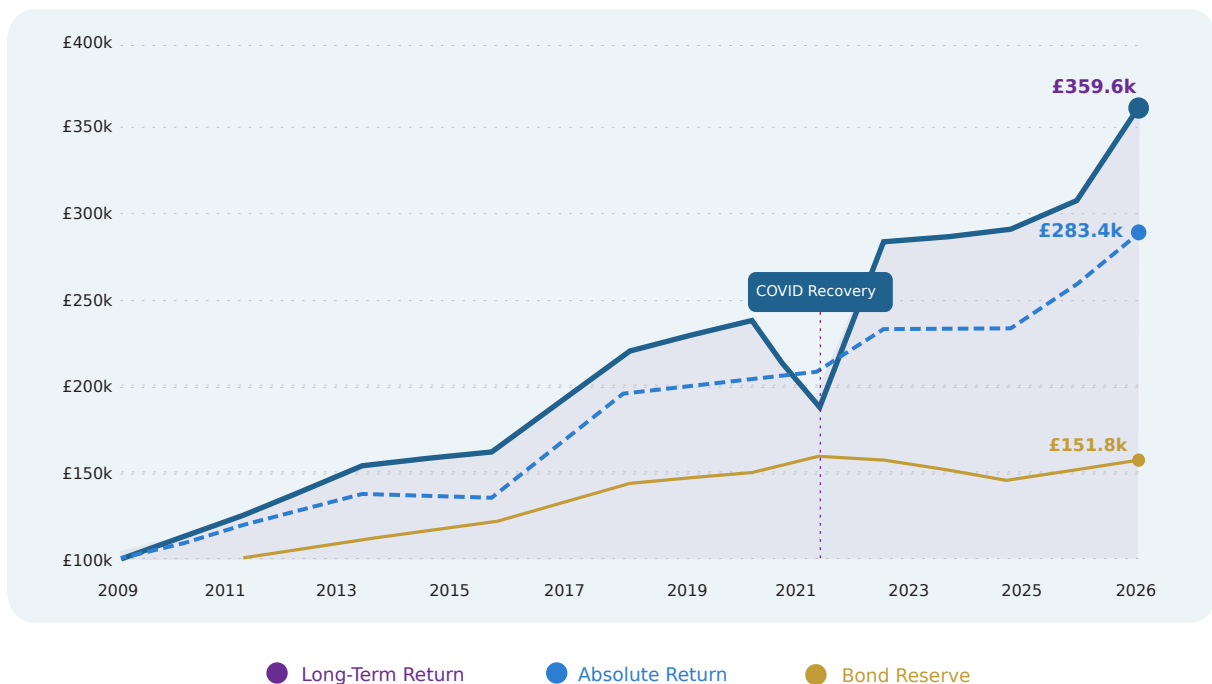
183.4%

Absolute Return
Since Inception June 2009

51.8%

Bond Reserve
Since Inception June 2011

Growth of £100,000 Invested at Inception



The chart shows SCM's three longest-running strategies.
Past performance should not be seen as a guide to future returns. Data as at 30 June 2026

17+

Years Track Record

9,506

Long-Term Return: 137 govt
Underlying Holdings
+ 1,693 corp bonds
+ 7,676 equities

0.85%

Avg Total Cost per annum

FCA

Regulated

Performance is based on the monthly performance of the first client discretionary portfolio after all charges. Individual client portfolios may differ partly due to differences in the timing of initial investment, withdrawals, or rebalancing. The SCM/MoneyShe Long-Term Return (£) Benchmark is inflation (the return of the UK RPI All Items Index).

03

Investment Portfolios

Five core strategies to suit every risk profile

03 — OUR PORTFOLIOS

Five Core Strategies

All portfolios are actively managed using carefully selected ETFs. Your money is held in your own name. Minimum investment: £10,000. All performance shown net of all fees, from inception date of each portfolio to 30 June 2026.

Bond Reserve

Cautious

Since June 2011 | Benchmark: Cash



Absolute Return

Moderate

Since June 2009 | Benchmark: Cash



Long-Term Return

Growth

Since June 2009 | Benchmark: UK RPI All Items Index



Ethical

Growth

Since July 2019 | Benchmark: RPI + 4%

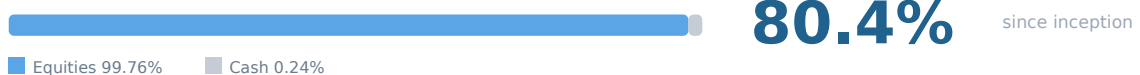
Screens out any fund with significant exposure to tobacco, nuclear weapons, adult entertainment, gambling or civilian firearms



Equity Portfolio

Adventurous

Since July 2019 | Benchmark: RPI + 5%



Also available are 50/50 blended portfolios combining any two of the strategies above, EUR portfolios also offered

Past performance is not a reliable indicator of future results. Your capital is at risk.

04

Fees & Transparency

Complete cost breakdown — no hidden charges, ever

No Hidden Fees. Ever.



Our Transparency Promise

No performance fees, no adviser charges, no initial charges, and no exit penalties. Our Total Cost of Investing includes ALL investment costs — unbundled for every portfolio.

Our fees are 100% transparent, nothing hidden

0.40% per annum MoneyShe/SCM Direct annual management fee

0.12% per annum administration and custody fee

0.16% per annum typical underlying ETF charges

0.17% per annum estimated transaction costs for ETF's

0.85% per annum **Total Cost of Investing**

Average SCM Direct vs Industry Average

0.85%
vs
2.00%

Save c.57% on the Total Cost of Investing with SCM Direct

Industry avg based on typical active fund + platform + adviser fees

Source: Numis/FT2023

Typical UK IFA wealth management fees are c.2.00% per annum

Fee Component	Bond Res.	Abs. Return	Long-Term	Ethical	Equity
SCM Management	0.40%	0.40%	0.40%	0.40%	0.40%
Underlying ETF Costs	0.11%	0.14%	0.16%	0.19%	0.19%
Custody & Admin	0.12%	0.12%	0.12%	0.12%	0.12%
Transaction Costs	0.15%	0.16%	0.16%	0.19%	0.18%
Total All-In Cost	0.78%*	0.82%*	0.84%*	0.90%*	0.89%*

*Fees will vary according to the current selection of ETFs and current levels of trading activity.

When investing via the Hubwise SIPP, an additional administration charge of 0.1%+VAT applies (min £15+VAT, max £50+VAT p.a.), charged monthly pro-rata. An additional annual fee of £125+VAT applies to any SIPP in drawdown. Other event-based fees (e.g. UFPLS £75, death £200, divorce £500, all +VAT) and full details are set out in the [SS&C Hubwise SIPP Schedule of Charges](#) and Key Features Document.

Choose Your Account

All accounts are held in the client's own name, in segregated nominee accounts.

I

ISA Individual Savings Account

Tax-free savings in stocks and shares. No tax on gains or dividends within the wrapper.

Minimum investment: £10,000

£20,000

2026/27 Allowance

S

SIPP Self-Invested Personal Pension

Take control of your pension with the same investment quality as institutional investors.

Minimum investment: £10,000

£60,000

Annual Allowance

Tax relief is limited to 100% of relevant UK earnings and the allowance tapers for higher earners

J

JISA Junior ISA

Long-term tax-free savings for children from birth to 18 years old.

Minimum investment: £9,000

£9,000

2026/27 Allowance

G

GIA General Investment Account

Flexible investment with no contribution limits. Ideal for amounts above ISA/SIPP limits.

Minimum investment: £10,000

No limit

Contribution

Corporates, Charities, Family Offices and Advisers

Contact us at enquiries@scmdirect.com to arrange a consultation call.

AS FEATURED IN

FT FINANCIAL
TIMES

THE SUNDAY TIMES

CITYAM

**London
Evening
Standard**

MailOnline

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The Team

Meet the people looking after your wealth

The People Working On Your Behalf



Alan Miller

Co-Founder & Chief Investment Officer

35+ years of investment expertise. Launched the first UK equity long/short hedge fund in 1997, compounding at 17.2% p.a. vs FTSE All-Share at 4.0%. Former Main Board Director at Jupiter Asset Management, responsible for their Specialist High Performance Portfolios.



Gina Miller

Co-Founder

30+ years in the investment industry. Passionate about transparency, ethics and consumer protection. Launched the True & Fair Campaign to clean up UK financial services and improve consumer outcomes. In 2024, Gina launched MoneyShe.com to help close the gender investment gap.



Charles Samen

Investment Committee & Bond Specialist

40+ years in global fixed income markets spanning Bank of America, BNP Paribas, and Cantor Fitzgerald. Expert in credit markets, risk management, and bond strategy.



Zoe Brady

Client Relationship Manager

30+ years as Executive Assistant for senior teams in investment banking and investments. Your first point of contact. Calm, methodical, friendly, problem-solving approach.

Past performance is not a reliable indicator of future results. Your capital is at risk.

06

Testimonials

What our clients say

Client Testimonials

“

Joining SCM Direct is one of my better moves and quite honestly we are surprised at the results as well as the lack of stress.

Mr M

“

I had a very good experience with Alan Miller and his team over a period of years. The strategy is extremely sound and volatility reduced. It is very useful to be able to invest in Euros.

Mr E

“

We have received an outstanding service from SCM Direct over the last decade. The financial performance of the assets they manage has consistently outperformed benchmarks; the online portal is secure yet easy to use; and staff have been readily responsive to our changing needs. I recommend SCM Direct without reservation.

Prof O

AWARDS & RECOGNITION

✓ FDI Insider - **Online Wealth Management Firm of the Year 2026**

✓ Corporate Vision - **Best Online Wealth Management UK Firm 2025**

✓ Corporate Vision - **Best Online Female Wealth Manager 2024**

✓ Corporate Live Wire - **UK Financial Services Provider of the Year 2024**

✓ Corporate Vision - **Most Innovative Online Wealth Management Firm 2024**

✓ Global Business Insights - **Most Outstanding in Long Term Returns 2024**

✓ Global 100 - **Leading UK Investment Company 2023**

✓ Acquisition International - **Best Online Wealth UK Management Services 2023**

✓ Global 100 - **Leading Fund Management UK Firm of the Year 2021**

✓ ETF Stream - **30 Most Influential in the European ETF Industry 2020**

✓ Corporate Excellence - **Most Trusted Online Investment Manager 2019**

Proud supporters of The Amber Trust Charity

Using music as a key to unlock the world for children with complex needs



Ready to Invest?

Getting started with SCM Direct is simple.
Three steps to begin your investment journey.

1

Choose Your Account

ISA, SIPP, JISA, or GIA

2

Select Your Portfolio

Match your risk profile

3

Fund & Start Investing

Simple and secure online process

Invest Now

scmdirect.com

or book a free consultation call

[Try our FREE Online Risk Profiling Questionnaire](#)

SCM / Direct

INVEST WITH CONFIDENCE

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As with all investing, your money is at risk. The value of your portfolio can go down as well as up, and you could get back less than you put in

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