

A SMARTER WAY TO INVEST

SC
m | **DIRECT**
for smart investors

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.



CONTENTS

Inside This Brochure

- 01** **About SCM Direct**
Our story, values, and investment philosophy
- 02** **Our Track Record**
Performance data, growth charts, and market context
- 03** **Investment Portfolios**
Five core strategies to suit every risk profile
- 04** **Fees & Transparency**
Complete cost breakdown with zero hidden charges
- 05** **Ways to Invest**
ISA, SIPP, JISA, and GIA account options
- 06** **The Team**
Meet the people managing your wealth
- 07** **Client Testimonials**
What our investors say about us
- 08** **Getting Started**
Three simple steps to begin investing

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

Alan & Gina Miller, Co-Founders

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 and literacy resources for financial independence.



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 family's futures.



Skin in the Game

Founders invest significant sums of their and their family's personal money across all SCM Portfolios on the same terms & fees as clients. True alignment.

02

Our Track Record

Performance data, growth charts, and market context

Proven Track Record

232.7%

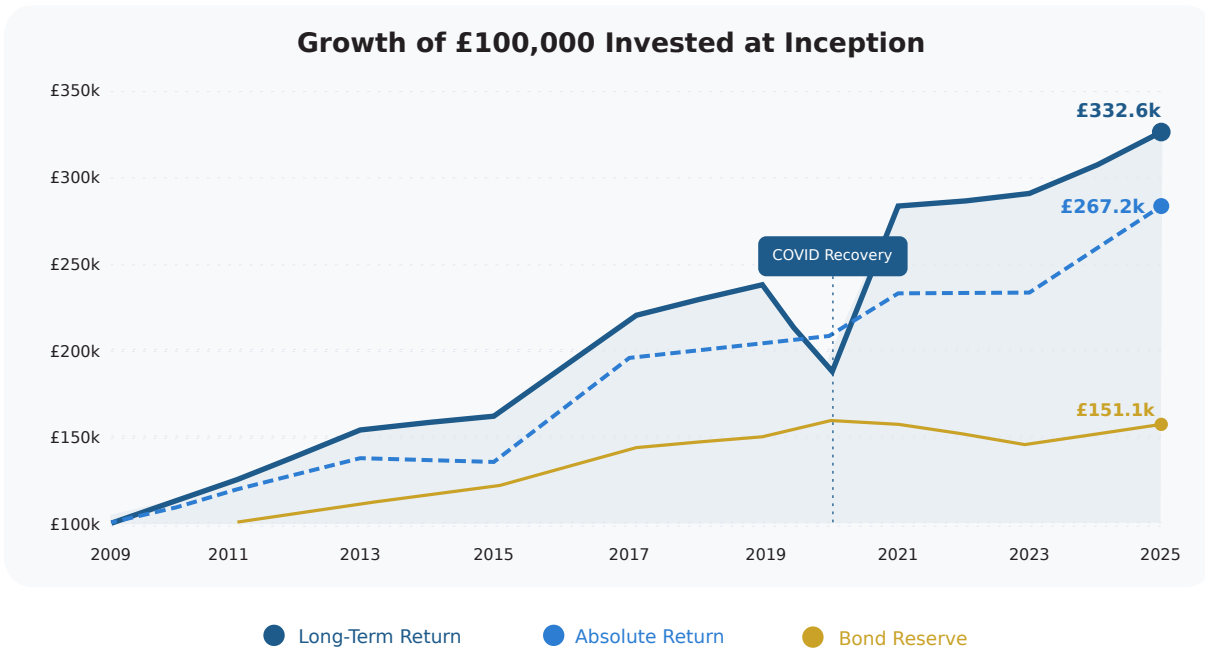
Long-Term Return
Since Inception June 2009

167.2%

Absolute Return
Since Inception June 2009

51.2%

Bond Reserve
Since Inception June 2011



Past performance should not be seen as a guide to future returns.
Data as at 31 December 2025

16+

Years Track Record

5,127

Underlying Holdings

0.85%

Avg Total Cost

FCA

Regulated No.497525

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). Competitor data is based on the performance of the IA Mixed Investment 40–85% Shares Sector, and the comparison is offered as a guide only.

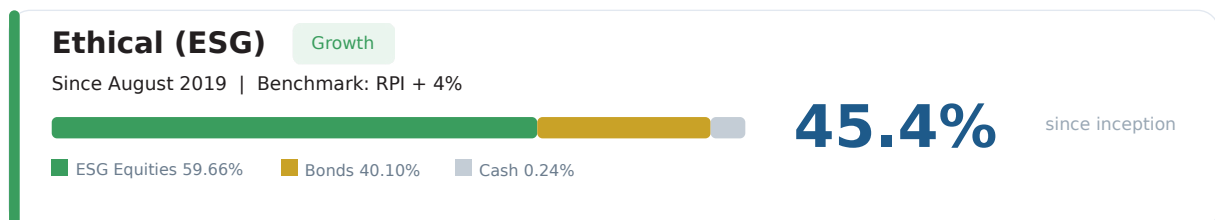
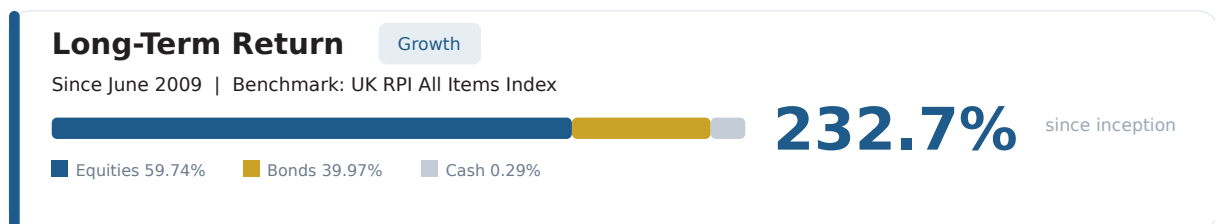
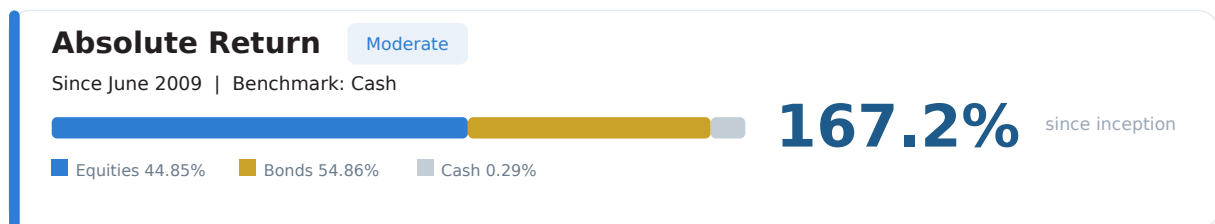
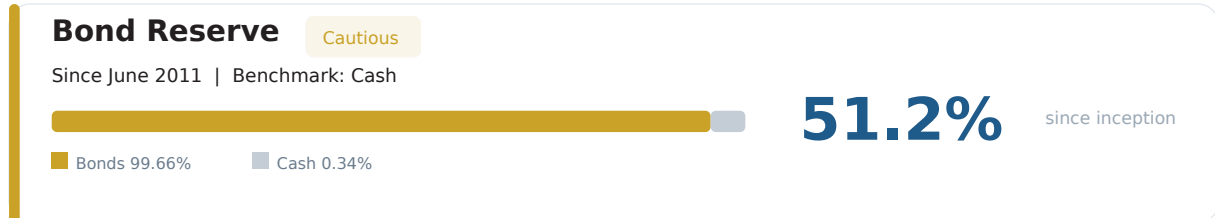
03

Investment Portfolios

Five core strategies to suit every risk profile

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 31 December 2025.



Also Available: 50/50 blended portfolios combining any two strategies above. EUR & USD portfolios also available

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

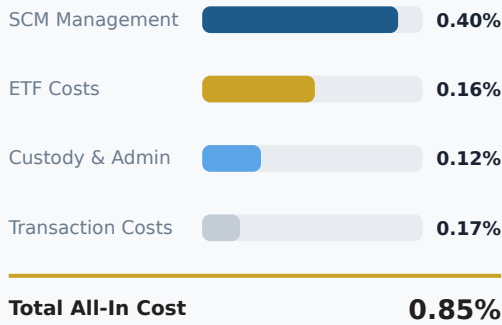
No Hidden Fees. Ever.



Our Transparency Promise

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

Fee Breakdown — Long-Term Return



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
Typical UK IFA wealth management fees are c.2.00% per annum
Source: Numis/FT2023

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	0.14%	0.17%	0.17%	0.18%	0.19%
Total All-In Cost	0.77%*	0.83%*	0.85%*	0.89%*	0.90%*

*Fees will vary according to the current selection of ETFs and current levels of trading activity. The latest fees are shown in all monthly factsheets. When investing via the Hubwise SIPP, an additional charge is made of 0.1%+VAT. This is subject to a minimum annual charge of £15+VAT and a maximum annual charge of £50+VAT. An additional fee of £125+VAT applies to any SIPP in drawdown.

Choose Your Account

All accounts are held in the client's own name, with full FCA protection.

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 2025/26 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
J	JISA Junior ISA Long-term tax-free savings for children from birth to 18 years old. Minimum investment: £9,000	£9,000 2025/26 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



06

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 Head of the High Performance Team at Jupiter Asset Management.



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, 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.



We have received an outstanding service from SCM Direct over the last decade. The financial performance of the assets they manage have 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 Ockelford, Society for Education, Music and Psychology Research

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, Penzance

“

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.

AWARDS & RECOGNITION

- ✓ Online Wealth Management Firm of the Year - London 2025
- ✓ Global Business Insight Awards 2024
- ✓ Most Innovative Online Wealth Management Firm 2024
- ✓ UK Financial Services Provider of the Year 2024
- ✓ Best Online Female Wealth Manager 2024 - Gina Miller
- ✓ Global 100 — Leading Investment Company UK 2023
- ✓ Best Online Wealth Management Services Firm 2023
- ✓ Leading Fund Management Firm of the Year UK 2021
- ✓ 30 Most Influential in European ETF Industry 2020
- ✓ 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

SC | **DIRECT**
m | for smart investors

Michelin House, 81 Fulham Road, London, SW3 6RD

+44 (0)20 7838 8650 | enquiries@scmdirect.com

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.

SCM Direct and MoneyShe are trading names of SCM Private LLP, which is authorised and regulated by the Financial Conduct Authority to conduct investment business under no. 497525. Registered in England and Wales, OC342778.