

Risk Warning

Understanding Risk

When it comes to investing, risk is an unavoidable part of the journey. You've probably come across familiar phrases like *"The value of investments can go down as well as up"* or *"Past performance is not a reliable indicator of future results."* These warnings are legally required but just as importantly, they're true.

At Count Finance, we believe in transparency. We want you to clearly understand what we mean by risk before you invest.

Is this service right for you?

Count Finance provides comprehensive, automated financial advice using advanced technology to analyse your financial situation and deliver personalised strategies. We use open banking technology to review your income and expenditure, conduct detailed risk assessments, and optimise your tax position to help you achieve your financial goals.

Count Finance is designed for individuals who want:

- Financial analysis
- Budgeting insights
- Dynamic investment strategies
- Automated savings and investments
- Tax-efficient planning
- Ongoing monitoring
- Goal-based financial planning

How our automated service works

Our technology platform:

- **Analyses your cash flows** using secure open banking connections to understand your income and spending patterns
- **Conducts comprehensive risk profiling** for each of your financial goals
- **Automatically adjusts your strategy** as your circumstances change and investment horizons change

- **Optimises your tax position** considering your personal allowances and circumstances
- **Executes your financial plan** automatically while providing monthly progress updates
- **Monitors your financial health** with regular check-ins and strategy adjustments

This automated approach means your financial strategy evolves with your life, but all investment decisions remain subject to market risks.

The value of your investments can go down as well as up

Unlike cash savings held with a bank (which may be protected up to £85,000 by the Financial Services Compensation Scheme), investments in the stock market and other assets can fall as well as rise. There are no guarantees. Companies can underperform, economies can slow, and entire markets can experience downturns.

You may get back less than you originally invested. This is not a flaw, it's a feature of how investing works.

Why invest at all?

Despite the risks, people invest because over the long term, assets like shares and bonds have historically delivered higher returns than cash. This potential for growth is known as the risk premium. In straight forward terms, if you put your money into something that you know could go down, you want more in return than if you held cash in the bank.

But higher potential returns mean greater uncertainty along the way. It's why we focus on diversified portfolios, designed to balance risk and reward in a way that suits your goals and comfort level.

Even cash has risks

Keeping your money in cash may feel safe, but over time, inflation can eat away at its purchasing power. A low interest rate means your money might not grow fast enough to keep pace with rising prices, in real terms, this is a loss.

Investing is for the long term

Markets move up and down, sometimes unpredictably. That's why investing is generally best suited to a longer time horizon, this will give your investments more time to ride out any shorter-term fluctuations in the markets.

Our algorithms automatically match investments to your specific timeframes:

- **Emergency funds** – held in cash for immediate access
- **Short-term** –fixed income focused portfolios to limit volatility and risks
- **Medium-term** – balanced equity and fixed income portfolios for higher risk-adjusted returns whilst keeping risks appropriately low
- **Long-term** – growth-focused portfolios focus on long-term growth

Even our automated adjustments cannot eliminate market risk - values can still fall as well as rise.

Past performance isn't everything

We analyse performance data and market trends as part of our investment process, but we never rely on past performance as a promise for the future. The world changes and so do economies, sectors and companies. That's why we base our investment decisions on rigorous research and robust risk management, not assumptions about what has worked before.

Is investing with Count Finance right for you?

Count Finance is designed to make long-term investing more accessible, understandable and personalised. But we're not for everyone. We want you to feel confident, informed, and in control of your decisions.

Technology and Data Risks

Our service relies on technology and data, which creates additional considerations:

- **Open banking connectivity** - temporary service interruptions may affect analysis updates
- **Data accuracy** - our recommendations depend on complete and accurate transaction data
- **Algorithm limitations** - automated advice follows systematic processes and may not capture all personal circumstances
- **Technology risk** - system failures could temporarily affect service delivery
- **Regulatory changes** - tax rules and allowances may change, affecting optimization strategies

Our automated advice algorithms are designed to act in your best interests, but you should understand:

- **Algorithm limitations** - our technology makes recommendations based on available data and predefined parameters
- **Data dependency** - advice quality depends on the accuracy and completeness of your transaction data
- **Update frequency** - algorithm improvements are implemented systematically across all clients

Important Information

- Our service constitutes **automated investment advice** regulated by the FCA
- **Tax guidance** is general in nature - complex tax situations may require specialist advice
- **Open banking data** is processed securely in accordance with data protection regulations
- You can **withdraw consent** for data processing and automated advice at any time
- **Manual override** options are available if you disagree with automated recommendations