



Curate unveils the art of investing

Handpicking the world's best fund managers

Pretoria, 1 August 2024 – Curate, a newly established independent global asset manager, launches today with a unique range of unit trust funds. Curate simplifies the investment process by handpicking the world's best fund managers for each of its unit trusts, offering investors a curated selection of exceptional investment opportunities.

"We believe the art of investing goes beyond just numbers. Our mission is to deliver relevant, transparent, and meaningful investment solutions to investors by partnering with the best fund managers globally. We've scoured the globe to find the best people to manage each of our unit trusts, so our investors don't need to search through hundreds of different funds to find reliable and trustworthy managers – we've done that work for them," says Ray Mhere, CEO of Curate.

All of Curate's funds are managed by different teams of highly skilled people who are handpicked as the best managers for each strategy.

"Unlike most asset managers, we do not manage any of the funds ourselves. We want specialists who offer something unique for each of our strategies, because we do not believe one manager can do everything equally well. We are confident that our managers can deliver what we and our investors are looking for. It also means that investors can feel secure that their money is in good hands."

When researching any fund manager, Curate's primary interest is always in the people who work there.

"We look for long-term partners who show professional integrity, loyalty and alignment with our manager selection criteria and expectations. Those are the kinds of people we know we can trust to look after our clients' money," says Ray.

"So, while we want to see that a manager has delivered top performance over many years when we appoint someone to run one of our funds, they must also have demonstrated qualities that we won't see just by looking at the numbers. They must be people who have the humility to admit and learn from mistakes, the passion to always give their best efforts for investors, and who hold a core belief system that guides their decision making so that they aren't simply swayed by their emotions. They must have a distinct approach or quality that makes them stand out, so that we know we are offering investors something they won't find anywhere else."

Curate's leadership team led by Ray, brings decades of combined experience in the investment industry, ensuring a strong foundation for this new venture, which aims to make investing simpler.



"At Curate, we believe in keeping things simple. We offer a comprehensive and focused range of international and local funds so that investors have access to all the strategies they may need, in one place.

"We're excited to embark on this journey. Our goal is to engage with investors and financial advisers to help people reach their financial goals through simplified, yet sophisticated investment solutions. By offering a curated selection of funds and fostering clear communication, we aim to empower investors to make informed decisions about their financial future," concludes Ray.

Curate emphasises transparency and open communication. Investors can find detailed information about each fund, the fund manager and their investment approach, on the Curate website at curate.co.za.

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