

ebi Portfolios hits £5bn AUM milestone

ebi Portfolios, the award-winning discretionary fund manager, has seen assets under management (AUM) reach £5bn following a strong 2025.

ebi, whose assets reached £4bn only in June of this year, has attributed its remarkable growth to the trust its members are placing in ebi's industry-leading investment management of their clients' finances.

The £1bn growth in AUM since the summer has been driven by continued strong inflows into ebi's flagship Earth portfolios, as well as into its market-tracking Core portfolio range.

ebi's Portfolio Manager Joshua Clarke said: "We're really excited by how quickly assets under management are growing, it's a testament to the hard work and commitment of everyone at the company. We expect this overall trend to continue, boosted by our recent announcements of the inclusion of four new factor funds into our factor suites and the creation of our Global Factor fund of funds solution.

"This achievement is a wonderful milestone to have reached, especially so soon after hitting £4bn one over the summer but, far from resting on our laurels, we're just getting started."

ebi has launched a set of factor funds, partnering with European asset management giant Amundi. These funds reflect its belief in the power of market factors to deliver premiums above market returns over time.

Additionally, ebi is launching a fund of funds solution; the ebi Global Factor funds are unitised versions of two of ebi's flagship Earth portfolios, bringing a unique offering to the fund of funds market with their factor-tilted and ESG-screened approach.

This news follows a string of positive announcements for ebi, which in the last few months has received several awards for its discretionary services. These include winning the Investment Week Sustainable Investment Awards' prize for Best Sustainable/ESG Investment Portfolio for its flagship Earth suite, and the Money Marketing Awards' Best Outsourced Investment Manager for the second year running.

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Notes to Editors

Model portfolio service (MPS) provider ebi's sustained growth since its founding in 2010, to £5bn AUM today, is driven by an innovative investment proposition in conjunction with an award-winning technology suite.

ebi offers a range of low-cost and globally diversified model portfolio solutions, centred around its flagship Earth portfolio suite, which adopts a factor-tilted and sustainability-focused approach.

ebi strives to be at the forefront of sustainable investing. Having observed a lack of low-cost, diversified, and rules-based ESG investment solutions in the marketplace, ebi has collaborated with leading investment managers to introduce cutting-edge sustainable investment solutions that are fair, robust, and transparent for end-clients.

Launched by an IFA, ebi understands the requirements of advisers in supporting their clients. Its award-winning technology helps facilitate client conversations, mitigate risk and supports advisers and their businesses.

ebi is part of the same group as Parmenion Capital Partners LLP and shares common ownership. ebi continue to operate with an independent management team and its own offices, alongside the support and resources of Parmenion to help it achieve its ambitious growth plans.

To learn more, visit ebi.co.uk.