SHORELINE ASIA

ADVISORY • LEARNING • TECHNOLOGY

FINANCIAL PLANNING PLATFORM

Turn financial complexity into confident decisions.

Client goals. Insurance needs. Investment advice. Retirement planning. One connected workbench.

Evidence-based planning, meaningful scenario choices and integrated institutional governance.

01 / ONE CONNECTED WORKBENCH

A clearer picture of the client. A stronger basis for advice.

Bring client goals, retirement planning, insurance needs and investment advice into one connected, evidence-based workflow.

The Financial Planning Platform helps advisers move from collecting information to exploring choices, developing recommendations and explaining why a particular pathway makes sense. It combines sophisticated analysis with a structured conversation about the client's life, priorities and financial capacity.

Plan around what matters

Capture the household's circumstances, savings, commitments and aspirations. Give each goal an amount, a timeframe and a priority, so essential needs can be distinguished from ambitions that have more flexibility.

Connect protection, investment and retirement

Insurance needs analysis sits alongside goal funding, investment advice and retirement planning. This allows the adviser to consider both how wealth can be built and how the household's financial plans may be affected by risks requiring protection.

Compare choices before making recommendations

Use the Scenario Decision Laboratory to explore the impact of saving more, changing retirement timing, adjusting spending or revisiting the investment strategy. Explain the trade-offs using planning metrics and evidence from a range of possible market outcomes.

For the client	For the adviser	For the institution
A clearer understanding of choices and their consequences.	An integrated workbench for analysis, discussion and advice development.	Governance, methodology oversight and independent compliance review.

Better conversations begin with a connected picture.
The platform helps turn individual calculations into a coherent planning pathway.

02 / THE CORE APPROACH

Build for the future. Adapt as goals draw closer.

The approach starts with what the client needs the money to do, and when it will be needed. Investment decisions are then considered in that context.

Planning stage	Analytical emphasis	What this means for the client
Goals are further away	Sharpe ratio: efficient growth.	Seek a sensible balance between expected growth and overall investment variability.
Goals move closer	Increasing emphasis on Sortino ratio: downside risk.	Pay greater attention to returns falling below the level the plan needs.
Income becomes central	Sortino analysis alongside income and capital-survival testing.	Assess whether the investment strategy and wider plan can support withdrawals over time.
Across every stage	Covariance-based portfolio structure.	Combine investments with attention to how they behave together, not just individually.

A gradual change in emphasis

A client saving for a goal twenty years away has different needs from someone drawing income next year. The platform's lifecycle approach places greater emphasis on efficient growth over longer horizons, then progressively increases attention to downside outcomes as goals and withdrawals become more immediate.

The portfolio is only part of the answer

The client's capacity to absorb loss, priority goals and future commitments shape the choices. If the plan has an income shortfall, the adviser can examine contributions, spending, retirement timing, income generation and portfolio construction before considering more investment risk.

The aim is a plan that fits the client's life.
Risk measures help guide portfolio choices; funding analysis and scenario testing examine whether those choices support the actual goals.

03 / INVESTMENT ADVICE

Build a portfolio with a purpose.

Investment advice becomes more meaningful when the allocation is connected to the client's goals, future spending and ability to withstand setbacks.

Start with the financial commitments

The platform uses a liability-led approach. In plain language, this means starting with the money the client will need to spend in future, rather than beginning with a favourite investment or a standard portfolio. Goal timing and priority help frame reserve needs and the capital available for longer-term growth.

Match opportunity to risk capacity

Risk capacity concerns how much financial loss the client can afford without undermining important goals. The platform's approach combines this with expected returns, diversification and planning constraints to support the investment discussion.

Connect the strategy to actual funds

The workbench brings together strategic asset allocation, risk-return positioning, projected outcomes and a recommended fund portfolio from the approved product universe. Advisers can compare the intended asset mix with the mix delivered by the selected funds.

Investment question	How the workbench supports the discussion
Why this mix of investments?	Connect allocation to goals, risk capacity and the analytical evidence.
How much growth might be needed?	Relate expected returns to the projected funding position.
What could go wrong?	Review downside measures, adverse market paths and reserve pressure.
Can the strategy be implemented?	Use the governed product universe and compare target with implemented allocation.

From allocation to explanation.
Help clients understand what the portfolio is intended to achieve, why it is structured that way and which assumptions influence the result.

04 / SHARPE RATIO

When time is on your side, seek efficient growth.

The Sharpe ratio asks a straightforward question: how much additional return are we expecting for the amount of investment variability we are taking?

What it measures

It compares a portfolio's return above a risk-free benchmark with the variability of those excess returns. A higher ratio generally indicates a stronger balance of reward and total variability when calculated on a comparable basis. "Risk-free" is a reference rate for the calculation; it does not mean the portfolio itself is risk-free.

Why it comes first for longer-term goals

When there is a longer period to build capital, efficient growth is a central concern. Sharpe-led analysis helps compare candidate portfolios within the client's risk capacity and planning constraints, rather than simply choosing the investment mix with the highest expected return.

Illustrative annual assumptions	Portfolio A	Portfolio B
Expected return	8.0%	7.0%
Risk-free benchmark	3.0%	3.0%
Investment variability (volatility)	12.0%	8.0%
Sharpe ratio	0.42	0.50

A offers more expected return. B offers more additional return for each unit of variability. B may therefore be a more efficient candidate, although the adviser must still assess whether its expected capital growth is sufficient for the client's goals.

For readers who want the calculation:
Sharpe ratio = average excess return divided by the standard deviation of excess returns. With a constant benchmark, the examples are (8 - 3) / 12 and (7 - 3) / 8. [1]

The figures above are illustrative assumptions. A higher ratio does not guarantee a better outcome. Comparisons need consistent time periods, currency and calculation methods.

05 / SORTINO RATIO

As goals approach, give shortfalls greater attention.

The Sortino ratio focuses on the outcomes below a chosen return target. This becomes especially relevant as the client approaches a goal or starts relying on investments for income.

A different view of investment risk

Sharpe analysis considers total variability, including returns above and below expectations. Sortino analysis concentrates on below-target returns. The target is often called the minimum acceptable return: the hurdle against which disappointing investment outcomes are measured.

Why the emphasis changes over time

A setback close to a school-fee payment, a major purchase or retirement can be harder to recover from. As the goal-based time horizon shortens, the platform progressively gives more emphasis to Sortino analysis and downside protection, alongside the capital and funding requirements.

Illustrative annual assumptions	Portfolio C	Portfolio D
Expected return	7.0%	6.5%
Chosen target return	3.0%	3.0%
Below-target variability	6.0%	4.0%
Sortino ratio	0.67	0.88

D has a slightly lower expected return but a stronger return-to-downside relationship. This can be relevant when the client has less time to recover from poor outcomes. It must still be tested against the actual goal and income needs.

For readers who want the calculation:
Sortino ratio = return above the chosen target divided by downside deviation. Downside deviation measures the size of returns falling below that target; favourable returns do not add to it. [2]

The target must be explicit and meaningful. These figures illustrate the principle; they are not platform results. The ratio informs decisions but cannot, by itself, establish that a goal or income requirement will be met.

06 / INCOME PLANNING

Test the income plan, as well as the portfolio.

A retirement portfolio must do more than look attractive on a risk chart. It needs to support the client's spending while managing the risk of capital running out.

Sortino provides a basis for downside-aware income planning

Sortino analysis helps compare investment strategies by the return they offer relative to below-target outcomes. This supports the search for an investment mix suited to income needs, especially when regular withdrawals make poor returns more consequential.

Then assess the whole plan

The platform combines that downside perspective with retirement funding analysis, income coverage, reserve analysis and Monte Carlo testing. These examine whether the proposed spending, retirement timing, contributions and investment strategy can work together over the planning horizon.

The order of returns matters

Imagine two retirees with the same average investment return. One experiences losses at the start of retirement; the other experiences them later. The first may need to sell more investments to fund early withdrawals, leaving less capital available for recovery. This is why examining different market paths matters alongside average returns.

Evidence to examine	What it helps explain
Income coverage	How projected income compares with the client's spending needs.
Capital survival and exhaustion	Whether money remains available, or runs out, under the modelled paths.
Reserve breaches	Whether money intended to protect commitments comes under pressure.
Success probability	How often the defined planning goals are met in the modelled outcomes.

Improve the plan before increasing the risk.
Explore saving, spending, retirement timing and portfolio construction when income requirements are not achieved. Simulation results depend on assumptions and do not guarantee future income.

07 / COVARIANCE AND DIVERSIFICATION

Structure the portfolio around how investments behave together.

Diversification is about the relationship between investments. A collection of funds may still expose the client to the same underlying risks.

The covariance matrix, explained simply

A covariance matrix is a table showing how the returns of different investment categories tend to move together. Its diagonal entries describe the variability of each category. The other entries describe the relationships between pairs, such as equities and bonds.

How it helps structure the portfolio

The table enables the analytical engine to estimate the risk of the combined portfolio. Investments that do not always move in step can reduce overall variability. This helps compare allocations, calculate whole-portfolio risk and assess the return-to-risk balance used in Sharpe analysis.

A simple two-asset example	Assumption
Equities: annual variability	15%
Bonds: annual variability	5%
Portfolio mix	60% equities / 40% bonds
Correlation: how closely returns move together	0.20
Calculated portfolio variability	Approximately 9.60%

If the two investments moved perfectly together, the same mix would have variability of 11.00%. The lower 9.60% figure illustrates the diversification benefit from their different behaviour. It does not imply that losses are eliminated.

For readers who want the calculation:
Portfolio risk combines each investment's variance, its portfolio weight and the covariance between each pair. Mathematically, portfolio variance = w-transpose × covariance matrix × w. The square root gives portfolio volatility. [3]

Country-specific return tables and covariance inputs support analysis suited to the relevant market. Relationships can change, particularly during stress. A covariance table describes joint variability; Sortino's downside measure also requires return observations or a modelled distribution.

08 / SCENARIO DECISION LABORATORY

Give “what if?” a practical answer.

The laboratory lets advisers and clients compare alternative planning pathways and see how changes may affect the outcome.

Meet Maya: a fictional client, age 52

Maya has 420,000 invested and saves 12,000 a year. She wants to retire at 62 and spend 30,000 a year in today’s money. She also needs 40,000 for education in six years. All amounts are in the same illustrative currency.

Establish the plan before changing it

The adviser records the education commitment as a priority goal, reviews Maya’s insurance needs and identifies the household circumstances relevant to investment advice. The baseline retirement analysis then shows whether current saving and the proposed investment strategy are on track.

Planning pathway	What Maya changes	What the discussion explores
A / Current plan	Retire at 62; save 12,000 a year.	The baseline funding position.
B / Save more	Save 18,000 a year.	The benefit and affordability of extra saving.
C / Retire later	Retire at 64; keep current saving.	The financial benefit against the lifestyle cost.
D / Balanced adjustments	Retire at 63; save 15,000; spend 28,500.	Whether several smaller changes offer a better fit.

Keep the comparison meaningful

Use the same market assumptions, inflation, education goal and risk limits unless one of these is deliberately being tested. Define what success means before interpreting the results. For Maya’s illustration, success means meeting the education commitment and retirement withdrawals without exhausting capital before age 95.

This is a fictional example of an adviser-client discussion. It is not a client case or a calculation produced by the platform.

09 / FROM COMPARISON TO CHOICE

Make the numbers meaningful to the client.

A scenario comparison becomes useful when it leads to a realistic conversation about what the client is willing and able to change.

Illustrative comparison	A	B	C	D
Modelled planning success	62%	73%	81%	84%
Improvement over the baseline	-	11 points	19 points	22 points
Capital shortfall at retirement	120,000	75,000	35,000	25,000
Projected income coverage	80%	88%	95%	98%

These figures are invented solely to show how a discussion could work. “Income coverage” here means projected sustainable income as a proportion of target spending. Improvements in success are percentage-point differences, not percentage increases. Actual results depend on the agreed assumptions and definitions.

Discuss the trade-offs, not just the ranking

Maya finds the extra saving in B difficult to sustain and does not want to work until 64. D spreads the adjustment across saving, retirement timing and spending. It offers the strongest illustrative funding measures, but Maya still needs to judge whether those commitments fit her life.

Explore the downside before deciding

The adviser examines what happens if markets fall early in retirement, whether the education reserve remains protected and how the plan responds to changed circumstances. Sharpe and Sortino measures help explain the investment strategy; funding and simulation evidence show how it interacts with Maya’s needs.

Use decision scoring as a discussion aid

The laboratory includes decision scoring, success uplift, shortfall reduction and income coverage. Scores help organise comparisons, while the adviser explains the assumptions and trade-offs. A higher score does not replace judgement about suitability or the client’s priorities.

Record the chosen pathway and why it fits.
Document the alternatives considered, the investment advice, insurance needs, scope and rationale, then take the recommendation through the appropriate review process.

10 / GOVERNANCE AND NEXT STEPS

Sophisticated advice support. Institutional oversight.

The platform supports adviser-led planning with the monitoring and control functions required by institutions operating in a highly regulated industry.

Role	What it contributes
Adviser	Client fact finding, goals, insurance needs, investment advice development, scenario discussions and recommendation rationale.
Practice Manager	Methodology and workbook governance, research and product oversight, advice readiness and file review.
Compliance	Independent evidence and recommendation review, product governance, override monitoring and audit support.

Controlled inputs. A governed product universe.

Country settings, inflation, return tables, risk-free rates and covariance assumptions can be managed within the workbook framework. Product classifications distinguish approved, research, watchlist and do-not-use investments, supporting a controlled link between strategy and implementation.

See the platform through a complete client journey

Explore a case from fact finding and insurance needs through investment advice, retirement analysis, scenario comparison and review. Discuss how the workbench can support your advisers, clients and institutional governance requirements.

Start a conversation with Shoreline Asia.
www.shoreline-asia.com

Methodology references

[1] William F. Sharpe, *The Sharpe Ratio* (1994). Original paper.
[2] CFA Institute, *The Sortino Ratio* (2012). Methodology note.
[3] CFA Institute, *Portfolio Mathematics*. Portfolio mathematics overview.

Examples are illustrative and do not constitute personal financial advice. Forecasts and simulation probabilities depend on their assumptions; risk measures support analysis and do not guarantee returns, protection from loss or achievement of income goals.