



EC Pohl & Co announces acquisition of Sanford DeLand Asset Management

[EC Pohl & Co Pty Ltd](#) (“EC Pohl & Co”), the independent Australian investment management firm, is pleased to announce the acquisition of [Sanford DeLand Asset Management](#) (“SDL”) – investment manager to the TM SDL UK Buffettology and Free Spirit Funds.

As part of its strategic plan, EC Pohl & Co, through its associated companies, has been steadily increasing its engagement in the UK and EMEA markets - beginning with the acquisition of an equity stake in Athelney Trust PLC, followed by the launch of the ECP Global Growth Fund in 2023. The opportunity to acquire SDL, a UK manager with a similar culture and investment style, provides EC Pohl & Co with immediate depth through a knowledgeable and experienced local investment team. It also strengthens EC Pohl & Co’s presence in the region, helping to maintain and grow the relationships that support the promotion of its managed funds in the UK and Ireland.

With a strong alignment in investment philosophy and cultural values, EC Pohl & Co was chosen as a natural partner to support the next stage in SDL’s journey. EC Pohl & Co is making a long-term commitment to the SDL business, team, and Funds, while preserving the independence of the SDL investment process. The acquisition will also provide SDL with enhanced operational resources and broader reach without disruption to the team.

As a subsidiary of EC Pohl & Co, SDL will continue to operate a fully autonomous investment process with the longstanding team of co-managers – Eric Burns, David Beggs, and Chloe Smith – remaining responsible for managing the UK Buffettology and Free Spirit Funds. Keith Ashworth-Lord, Founder and formerly Chief Investment Officer, will remain associated with the business until next year to ensure a smooth and orderly transition.

Dr Manny Pohl, Chairman and CIO of EC Pohl & Co commented; *“We are delighted to acquire a firm whose culture, approach and investment philosophy so closely mirrors our own.*

“Investment continuity and a seamless transition for investors in the Buffettology and Free Spirit Funds is paramount. Eric, David, and Chloe are an exceptional team and will continue to manage the Funds using their proprietary Business Perspective Investing process. Everyone at EC Pohl & Co is looking forward to working with the Sanford DeLand team. We extend our sincere thanks to Keith and our warmest wishes as he prepares for retirement next year.”

Keith Ashworth-Lord, CIO of Sanford DeLand Asset Management added; *“Having known Manny Pohl for some time, I’m very confident EC Pohl & Co is the right long-term steward of Sanford DeLand.*

“The most important aspect for me is our alignment on investment philosophy and ensuring the investment team maintains decision making autonomy while gaining the backing of a larger, supportive parent company.”

Eric Burns, Co-Manager, SDL UK Buffettology Fund concluded, *“A key requirement for the investment team during this process was to ensure continuity of the investment process for the Buffettology and Free Spirit Funds. We’re delighted to have found a partner who not only provides this but also brings greater operational support and a wider reach.”*

Sanford DeLand has an association with **Mary Buffett and David Clark, authors of the ‘Buffettology’ series** of investment books about Warren Buffett’s investment style. They add; *“Besides being a true*

gentleman, Manny Pohl is one of the great quality investors of the Anglosphere. Manny has been a follower of Warren Buffett and a Berkshire Hathaway shareholder for a very long time. We are both absolutely thrilled he is now connected with the UK Buffettology Fund as a permanent member of our Buffettology family."

-Ends-

NOTES TO EDITORS

EC Pohl & Co Pty Ltd

EC Pohl & Co is a fund management firm for individual, professional and institutional investors, pension funds, and family offices with US\$2bn of assets under management. The firm specialises in long-term, high conviction equity portfolios with stock selection based on forensic research and a detailed understanding of business performance and potential. The firm's Global Masters Fund was launched in 2004 and features Berkshire Hathaway as its principal holding.

Dr Manny Pohl

Manny has over 35 years' investment experience. He founded Hyperion Asset Management in 1996 and was CEO, Managing Director, and Investment Committee Chairman until 2012, when he founded EC Pohl & Co. Manny was a member of the South African delegation to the 1991 Annual Meeting of the Board of Governors of the World Bank and the International Monetary Fund.

Sanford DeLand Asset Management

Sanford DeLand was founded in 2010 by Keith Ashworth-Lord, with a view to launching the UK Buffettology Fund, which was joined by the Free Spirit Fund in 2017. The business has an association with Mary Buffett and David Clark, authors of the 'Buffettology' series of investment books about Warren Buffett's investment style. The Funds are managed according to the philosophy of Business Perspective Investing, widely acknowledged as one of the most successful long term investment strategies associated with Warren Buffett and other disciples of Benjamin Graham.

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