

Great British Growth

September 2025

Investment Manager James Smith introduces Baillie Gifford's Great British Growth strategy, and explains why he's excited about the UK's most innovative companies.

James Smith: The UK's public companies are the bedrock of our shared prosperity. When they grow, we all benefit through jobs, innovation, new opportunities and thriving communities. Great British Growth seeks out the best of those companies. We invest where the potential for growth is not only exceptional, but also especially valuable to the future of our domestic economy. And we hold those companies for the long term, seeking the sweet spot where our clients benefit through investment returns. While the nation benefits from pioneering companies that can grow employment, productivity and national wealth.

Britain is a place of invention and reinvention, a place fizzing with ideas. Our public companies are at the heart of that story. The best of them anchor our communities and our tech hubs. They make the biggest investments with the biggest reach, and bring in national income by exporting goods and services around the world. They shape the ecosystem around them.

At Great British Growth, we want you to be part of that progress because we know ownership matters. Companies need patient supportive shareholders to truly thrive. Too often in Britain, that hasn't been the case, leading to weak markets, low horizons and companies lost overseas. We offer a different approach: long term, engaged ownership that supports investment in growth opportunities and encourages ambition and real-world wealth creation.

And only a few companies have the potential to make a difference. So we choose them with great care, developing a deep understanding of their opportunities and competitive advantages, and their willingness to look beyond short-term horizons and how their success impacts the UK, beyond simply having a stock market listing here. We've been investing in UK companies for over 100 years.

We know the incredible potential we have here in healthcare, defence, games, technology, finance. British companies are at the forefront of building tomorrow's world. Great British growth is for investors who want their capital to deliver twice by growing their investments and by supporting a future that's worth growing into. Join us, and together we can back the companies that will define the next generation of British enterprise, building enduring returns and a more prosperous Britain.

Risk factors and important information

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