

SUSTAINABLE GROWTH THROUGH THE WORLD'S LEADING BRANDS

Investment Strategy

The Brand Capital Fund (BCF) invests in high quality global companies with strong, enduring brand capital and sustainable success in compounding shareholder wealth through most market regimes. Our strategy aims to maximise total return in the long term with lower volatility than developed global equity markets. We create and manage the long-only portfolio using an approach that is fundamental yet systematic.

Our investment process incorporates systematic capture and transformation of fundamental company and sector data to maximise the global opportunity set for investing. We then employ a quantitative, factor-volatility-based process to construct and manage a risk-minimised portfolio to deliver more stable returns.

The Fund aims to avoid controversial investments by applying ESG criteria with the company exclusion list as published quarterly by the Norwegian Government Pension Fund Global (GPF) – the leading, \$1trn sovereign wealth fund that has adopted the United Nations Principles for Responsible Investing (UN-PRI).

Returns (net of fees) vs MSCI World Index

Returns %	BrandCapital ¹	Index
2018		
1 Month	0.2	0.7
3 Month	4.6	5.5
YTD	6.4	9.0
Cumulative		
Since Fund Launch F	13.3	14.4
Since Strategy Live L	31.8	23.9
Annualised		
2017	13.0	7.5
2016	14.1	10.7
3 Years	13.5	12.1
5 Years	16.1	12.7

Top-5 Monthly Performers

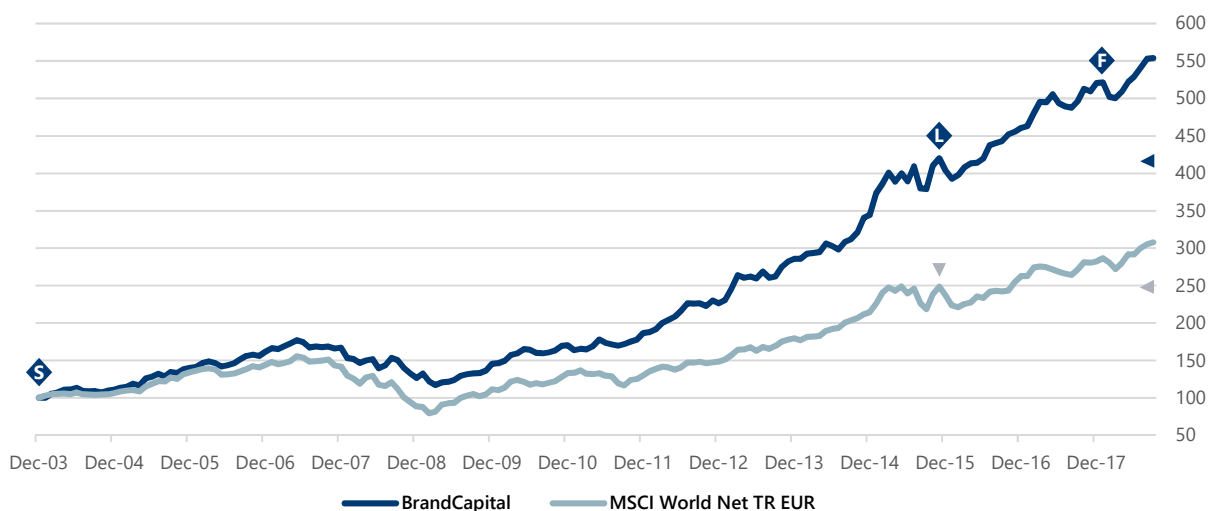
Company	Returns %
Pfizer Inc	6.4
HP Inc	5.4
Danaher Corp	5.3
Coca-Cola Co	4.7
Lagardère SCA	4.4

Risk-Adjusted Returns²

	BrandCapital ¹	Index
Return %	13.5	12.1
Risk (Standard Deviation) %	7.9	9.8
Downside Capture ³ %	36.3	N/A
Sharpe Ratio ⁴	1.7	1.3

Performance in EUR

Total Return %¹ | Live since 30 November 2015 & Net of Fees



Notes:

1. Simulated since Brandirectory® launch, 31.12.2003 | Live since Separately Managed Accounts start, 30.11.2015 | Fund F-Class since BCF launch, 26.03.2018 (incl. simulated intra-March portfolio performance until invested).
2. Latest 36 months annualised as at the Data Date.
3. Compared to market index drawdowns (at 100%).
4. EONIA as of the Data Date is -0.36%.

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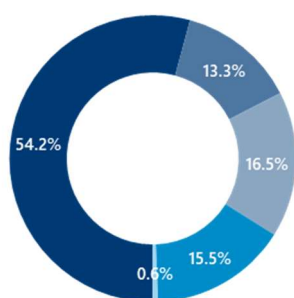
Portfolio Characteristics

	Fund	Index
Price/Earnings ⁵	17.8	16.4
Price/Book ⁵	3.7	2.4
ROE %	19.4	13.0
Dividend Yield %	2.3	2.3
Debt/Equity %	104.5	132.6
Number of Holdings	30	1640

Top-5 Holdings

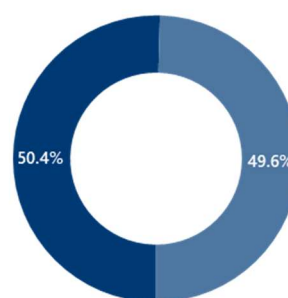
Company	%
Dollar General Corp	5.1
Lagardère SCA	5.0
Coca-Cola Co	5.0
SAP SE	4.9
Hershey Co	4.9

Sector Exposure



■ Consumer Staples
 ■ Consumer Discretionary
 ■ Health Care
 ■ Information Technology
 ■ Cash

Geographic Distribution



■ Europe
 ■ North America

Fund Facts

Minimum Investment	I-Class € 100,000.- F-Class € 250,000.-
Management Fee	I-Class 0.75% F-Class 0.60%
Liquidity	Monthly
Base Currency	EUR
Currency Hedging	Not applicable
Investment Style	Long-only equity
Regional Exposure	Developed global
Investment Approach	Systematic fundamental

ISIN	NL0012797005
Fund Structure	FGR, Dutch fund for joint account
Custody Bank	KAS Bank B.V.
Fund Administrator	Commenda International B.V.
Investment Advisor	NGEN Capital Ltd.
Investment Manager	JEB Capital B.V.
Portfolio Management	William Mok, Edwin de Bruijn
Location	London/The Hague

Sources: Bloomberg

Notes:

5. Forward 12-Month estimate

Important information

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