

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	2.2	1.8
3 Month	5.9	4.7
YTD	6.3	8.2
Cumulative		
Since Fund Launch 	13.2	13.6
Since Strategy Live 	31.7	23.0
Annualised		
2017	13.0	7.5
2016	14.1	10.7
3 Years	13.4	10.5
5 Years	16.3	13.0

Top-5 Monthly Performers

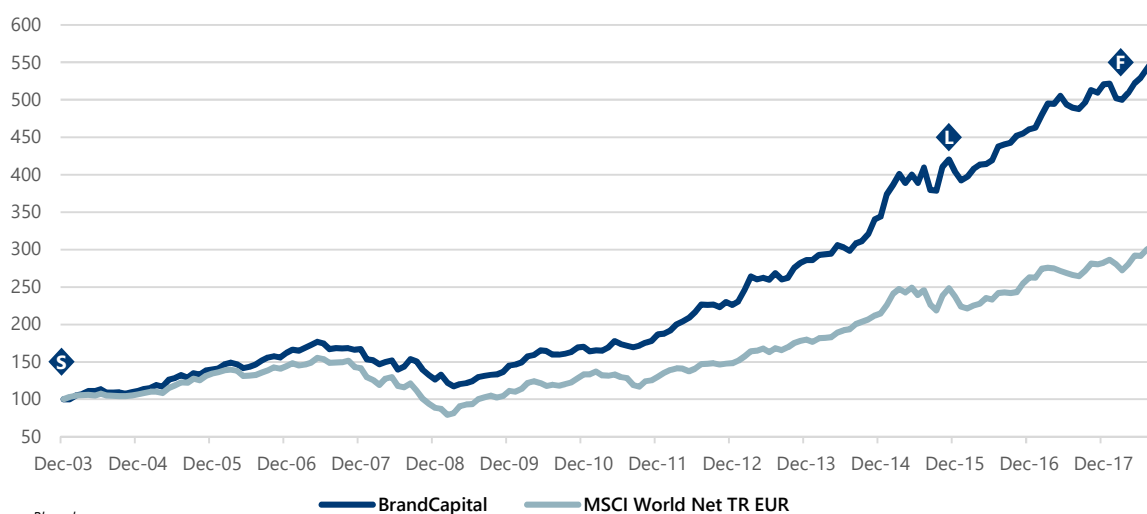
Company	Returns %
Sysco Corp	11.9
Dollar General Corp	10.4
Mastercard Inc	9.5
Kerry Group Plc	8.3
Kellogg Co	6.3

Risk-Adjusted Returns²

	BrandCapital ¹	Index
Return %	13.4	10.5
Risk (Standard Deviation) %	7.9	10.1
Downside Capture ³ %	32.5	N/A
Sharpe Ratio ⁴	1.6	1.1

Performance in EUR

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



Sources: Bloomberg

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%.

BrandCapitalFund | World Trade Center | Prinses Margrietplantsoen 33 | 2595 AM The Hague | The Netherlands | info@brandcapitalfund.com

FOR PROFESSIONAL INVESTORS ONLY

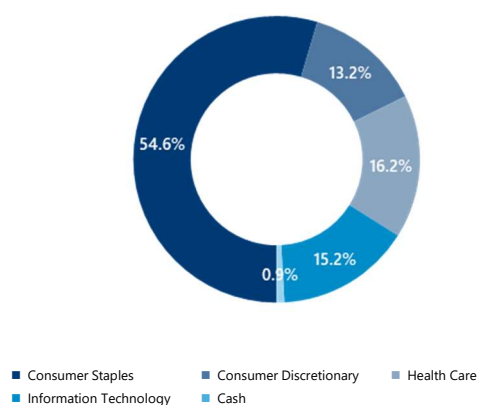
Portfolio Characteristics

	Fund	Index
Price/Earnings ⁵	17.8	16.3
Price/Book ⁵	3.8	2.4
ROE %	19.3	13.0
Dividend Yield %	2.2	2.3
Debt/Equity %	104.6	132.8
Number of Holdings	30	1642

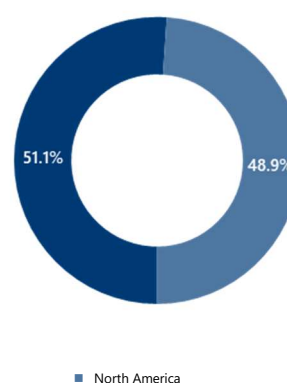
Top-5 Holdings

Company	%
Dollar General Corp	5.0
Kerry Group Plc	4.9
Lagardère SCA	4.8
Hershey Co	4.8
SAP SE	4.8

Sector Exposure



Geographic Distribution



Fund Facts

Minimum Investment	I-Class € 100,000.- F-Class € 250,000.-	ISIN	NL0012797005
Management Fee	I-Class 0.75% F-Class 0.60%	Fund Structure	FGR, Dutch fund for joint account
Liquidity	Monthly	Custody Bank	KAS Bank B.V.
Base Currency	EUR	Fund Administrator	Commenda International B.V.
Currency Hedging	Not applicable	Investment Advisor	NGEN Capital Ltd.
Investment Style	Long-only equity	Investment Manager	JEB Capital B.V.
Regional Exposure	Developed global	Portfolio Management	William Mok, Edwin de Bruijn
Investment Approach	Systematic fundamental	Location	London/The Hague

Sources: Bloomberg

Notes:

5. Forward 12-Month estimate

Important information

This document was prepared by JEB Capital B.V. (JEB). JEB is a limited company, registered with the Dutch Authority for the Financial Markets (AFM), to operate as an exempted alternative investment fund manager under Section 2:66a of the Dutch Act on Financial Supervision (Wft), the so-called AIFMD light-regime. JEB is advised by NGEN Capital Limited (NGEN Capital). NGEN Capital is a limited company, registered in England & Wales, and is authorised by the Financial Conduct Authority (no 615732) of the United Kingdom. The information in any document is not intended as financial advice and is intended for professional clients only with appropriate investment knowledge and ones that JEB is satisfied meet the regulatory criteria to be a "Professional Client" as defined under the Rules & Regulations of the AFM. Moreover, none of the document is intended as a prospectus within the meaning of the applicable laws of any jurisdiction and none of the document is directed to any person in any country in which the distribution of such report is unlawful. Any document provides general information only. The information and opinions in each document constitute a judgment as at the date indicated and are subject to change without notice. The information may therefore not be accurate or current. The information and opinions contained in this document have been compiled or arrived at from sources believed to be reliable in good faith, but no representation or warranty, express, or implied, is made by JEB, as to their accuracy, completeness or correctness and JEB does also not warrant that the information is up to date.

Past results do not guarantee future performance. We accept no liability for any loss arising from the use of material presented in this report. This document has not been reviewed by, approved by or filed with the AFM. This report or any portion hereof may not be reprinted, sold or redistributed without our prior written consent.

All future performance figures quoted herein are based on JEB's internal estimates and projections. Such forecasts are not reliable indicators of future results.

Some information contained within this presentation may be based on simulated past performance. Past performance and simulated past performance are not reliable indicators of future results.