

# 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 <sup>1</sup>	Index
<b>2018</b>		
1 Month	(2.2)	(5.0)
3 Month	0.1	(2.6)
YTD	4.1	3.5
<b>Cumulative</b>		
Since Fund Launch 	10.8	8.7
Since Strategy Live 	28.9	17.7
<b>Annualised</b>		
2017	13.0	7.5
2016	14.1	10.7
3 Years	9.7	7.0
5 Years	14.5	10.8

## Top-5 Monthly Performers

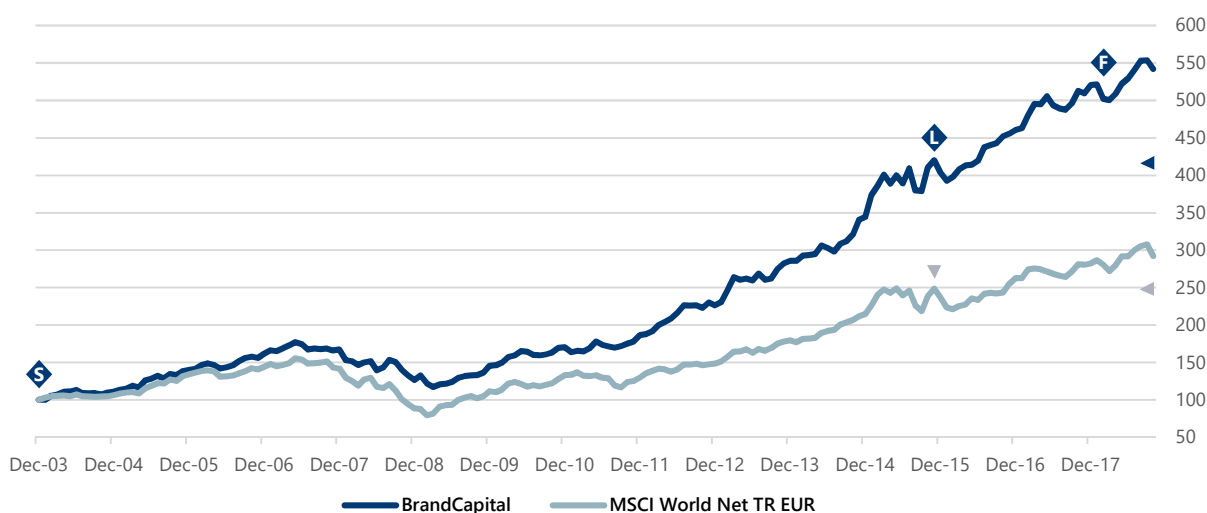
Company	Returns %
Procter & Gamble Co	10.2
Conagra Brands Inc	8.0
Hershey Co	7.7
Coca-Cola Co	6.2
Dollars General Corp	4.7

## Risk-Adjusted Returns<sup>2</sup>

	BrandCapital <sup>1</sup>	Index
Return %	9.7	7.0
Risk (Standard Deviation) %	6.9	9.1
Downside Capture <sup>3</sup> %	37.5	N/A
Sharpe Ratio <sup>4</sup>	1.4	0.8

## Performance in EUR

Total Return %<sup>1</sup> | 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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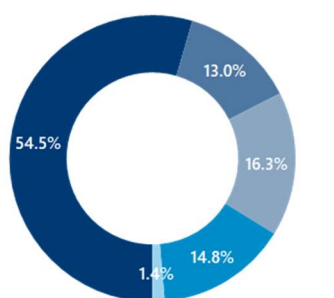
## Portfolio Characteristics

	Fund	Index
Price/Earnings <sup>5</sup>	17.1	15.4
Price/Book <sup>5</sup>	3.6	2.2
ROE %	19.6	13.4
Dividend Yield %	2.3	2.5
Debt/Equity %	103.4	132.6
Number of Holdings	30	1636

## Top-5 Holdings

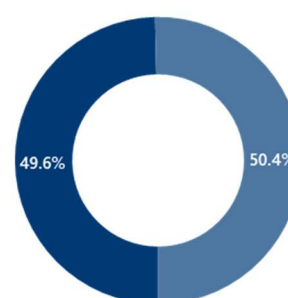
Company	%
Dollar General Corp	5.4
Hershey Co	5.3
Coca-Cola Co	5.3
Fidelity National Info Services Inc	4.8
Lagardère SCA	4.7

## 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.-	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 N.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

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