

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 substantially lower drawdowns than developed global equity markets. We create and manage a 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 in Quality. We then employ a quantitative, multi-factor process to construct and manage a risk-minimised portfolio to deliver more stable returns.

The Fund aims to avoid controversial investments by applying Responsible Investment criteria. We employ the company exclusions list as published by the Norwegian Government Pension Fund – the leading, €1.2trn sovereign wealth fund, and signatory of the United Nations Principles for Responsible Investing (UN-PRI).

Net Returns

Returns %	Fund	Index
1 Month	4.7	3.2
3 Months	13.3	9.8
Year-to-Date	30.0	31.1
Annualised^{1,2,3}		
Since Fund Launch	◆ 15.9	15.7
Since Live Strategy	◆ 12.6	11.8
Since Start BC Universe	◆ 12.7	9.2

Annualised Risk & Return Stats

Latest 36-Month Rolling ^{1,2}	Fund	Index
Return %	18.1	21.9
Risk (Standard Deviation) %	12.6	15.6
Down-Capture Ratio ⁴ %	54.8	N/A
Sharpe Ratio ⁵	1.5	1.4

Period Performance

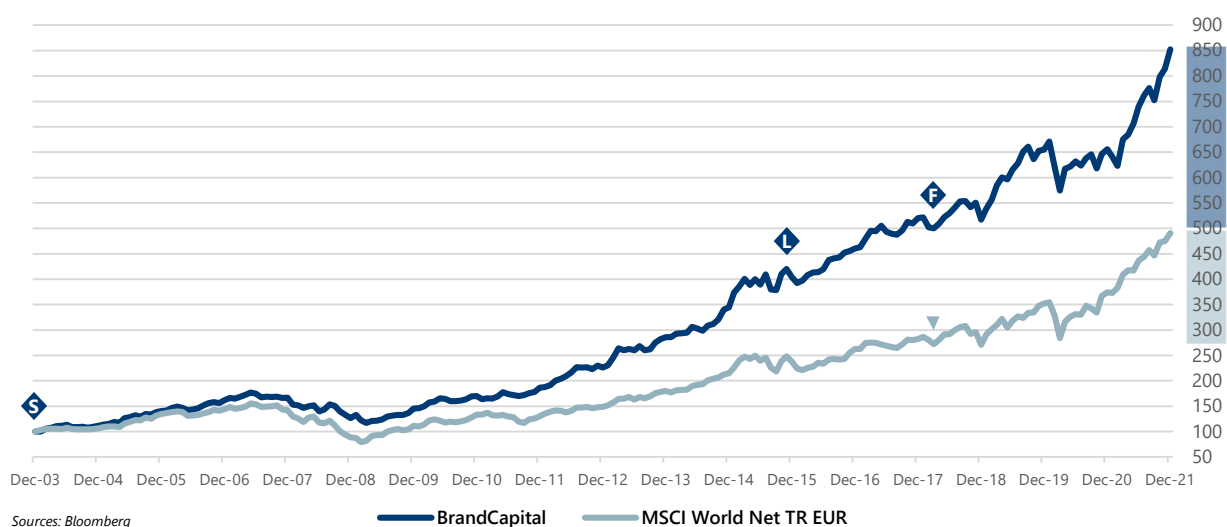
Brand Capital • Live	Returns % ^{1,2}
2021	30.0
2020	0.1
2019	26.7
2018	0.4
2017	13.0
2016	14.1
Since Live Strategy	102.8

Top-5 Monthly Performers

Company	Returns %
Bristol-Myers Squibb Co	15.1
Accenture Plc	14.9
Colgate-Palmolive Co	12.7
Procter & Gamble Co	12.0
Abbott Laboratories	10.8

Cumulative Performance – Net Returns (EUR) (Dec 2003 – Dec 2021)

Composite Total Return %^{3,2,1} | Live since Nov 2015 & Net of Fees



Notes:

1. Fund F-Class net performance since BrandCapitalFund launch on 26.03.2018 vs MSCI World Net Total Return Index (EUR)
2. Live strategy net performance since Separately Managed Accounts start on 30.11.2015 vs Benchmark
3. Simulated strategy gross performance since Brandirectory® launch on 31.12.2003 until Live strategy start on 30.11.2015, vs Benchmark
4. Compared to Index drawdowns (at 100%)
5. Based on ICE LIBOR 1M

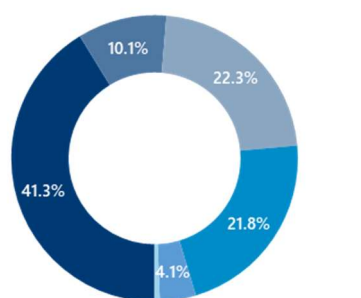
Portfolio Fundamentals

	Fund	Index
Price/Earnings ⁶	23.8	19.4
Price/Book ⁶	6.6	3.1
ROE %	23.7	14.5
Dividend Yield %	1.4	1.7
Debt/Equity %	96.9	139.2
Number of Holdings	30	1,546

Top-5 Holdings

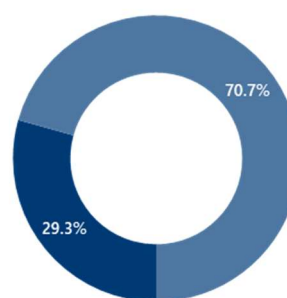
Company	%
Costco Wholesale Corp	5.8
Automatic Data Processing Inc	5.7
Diageo Plc	5.3
Microsoft Corp	5.2
Roche Holding AG	5.2

Sector Exposure



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

Geographic Distribution



■ Europe
 ■ North America

Fund Facts

Minimum Investment	I-Class € 100,000.- F-Class € 1,000,000.-	ISIN	I-Class NL0013217771 F-Class NL0012797005
Management Fee	I-Class 0.75% F-Class 0.60%	Bloomberg	FIGI BBG00PT7GST7 Ticker BRANDCA:NA
Liquidity	Monthly	Fund Structure	FGR, Dutch fund for joint account
Base Currency	EUR	Custody Bank	CACEIS Bank SA, Netherlands Branch
Currency Hedging	Not applicable	Fund Administrator	Commenda International BV
Investment Style	Long-only equity	Investment Manager	JEB Capital BV
Regional Exposure	Developed global	Adviser to Manager	NGEN Capital Ltd
Investment Approach	Systematic fundamental	Location	The Netherlands

Sources: Bloomberg

Notes:

6. Forward 12-Month estimate

Important information

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