

### FACTSHEET

#### Fund Overview

The Ash Park Global Consumer Franchise UCITS Fund is managed by a London-based team with extensive experience covering consumer companies. The Ash Park fund pursues a long-only, 'Buy-and-Hold' strategy focused solely on global Food, Beverage, Tobacco and Household & Personal Care companies (together, the 'Consumer Staples' sector). These companies have historically produced higher long-term returns than the market, and with lower volatility, and the sector tends to combine attractive income generation with inflation protection and growth, supported by brands and franchises which have often been built over decades, even centuries.

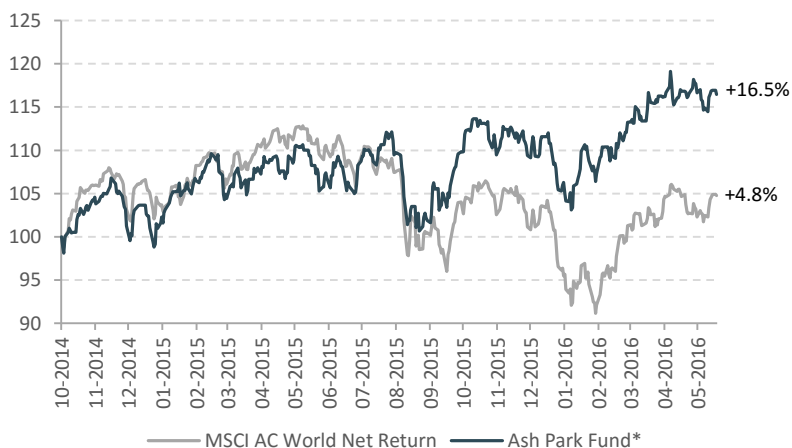
The Ash Park fund does not measure itself against any benchmark but has the objective of beating inflation consistently, with low risk and low volatility, through the ownership of high-quality Consumer Staples stocks that it believes are capable of growing their earnings and cash flows at attractive rates almost indefinitely. The Ash Park fund seeks to balance its desire to own the best quality stocks with a need to diversify its portfolio risk. However, its holdings will be concentrated (typically c.20 stocks) and it will be aiming for low turnover in order to minimise the transactional costs borne by investors.

#### Monthly Performance

Class A units in the Ash Park Global Consumer Franchise UCITS Fund in May (29<sup>th</sup> April to 31<sup>st</sup> May) were up 2.55% in euros and down 0.32% in US\$; over the same period the MSCI All Countries World Index produced a net return of +3.02% in euros and +0.13% in US\$.

Year-to-date, the Fund is up 2.57% in euros and up 5.12% in US\$; YTD net returns for the MSCI All Countries World Index are -0.61% in euros and +1.85% in US\$.

#### Fund Performance v MSCI All Countries World Since Inception (US\$)



\*Class A, net of fees / expenses, translated into US\$. Fund launched on 14<sup>th</sup> Oct 2014 (=100)  
Source: Ash Park, Datastream

The monthly performance figures quoted above and overleaf represent the performance of the Ash Park Global Consumer Franchise UCITS Fund in the relevant currency class. Euro is the base currency of the fund and is the best indication of fund performance. These performance figures refer to the past and past performance is not a guarantee of future performance or a reliable guide to future performance.

### THE MANAGER



**Jamie Isenwater** has 15 years of experience as a Consumer analyst, most recently covering Beverages and Food Manufacturing at Deutsche Bank which he joined in 2006. Prior to this, Jamie covered the Retail and Luxury Goods sectors at Dresdner Kleinwort. He is the author of 'The importance of A&P' which was described as "remarkable" by WPP and featured in its annual report.

**Jonathan Fell** was previously head of Consumer Research at Deutsche Bank, where he covered Tobacco and Beverage stocks, having previously worked at Merrill Lynch and Morgan Stanley. He has 20 years' experience and is responsible for the 'Many Happy Returns' reports which underpins Ash Park's investment philosophy.

#### FUND FACTS

Structure	UCITS Fund
Domicile	Ireland
Liquidity	Daily
Fund AUM	\$96 million
Strategy AUM	\$177 million
Number of stocks	20

Share Class	Founder Class
Currency	EUR/GBP/CHF/USD
Mgt. Fee	0.60%
Min Init. Sub.	€10m/£10m/\$15m/CHF15m
Inception	14.10.2014
ISIN Codes	EUR: IE00BQQFVT61 USD: IE00BQQFVW90 CHF: IE00BQQFVX08 GBP: IE00BQQFVW83

Share Class	A Class
Currency	EUR/GBP/CHF/USD
Mgt. Fee	1.00%
Min Init. Sub.	€20,000/£20,000/\$20,000/CHF20,000
ISIN Codes	EUR: IE00BQQFW266 USD: IE00BQQFW480 CHF: IE00BQQFW597 GBP: IE00BQQFW373

# Ash Park Global Consumer Franchise UCITS Fund

Global Consumer Franchises Equity

May 2016

## USD Founder Class – launched 14<sup>th</sup> October 2014

USD %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2014	-	-	-	-	-	-	-	-	-	3.31%	3.42%	-4.07%	2.50%
2015	2.32%	4.68%	-4.30%	2.39%	0.88%	-2.66%	5.11%	-6.42%	1.53%	7.67%	-1.48%	-0.50%	8.63%
2016	-0.80%	-0.72%	6.41%	0.77%	-0.29%								5.30%

USD NAV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	-	-	-	-	-	-	-	-	-	103.31	106.85	102.50
2015	104.88	109.79	105.06	107.58	108.52	105.63	111.04	103.90	105.49	113.59	111.91	111.35
2016	110.46	109.66	116.69	117.58	117.24							

## EUR Founder Class – launched 15<sup>th</sup> April 2015

EUR %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2015	-	-	-	-5.91%	3.11%	-4.22%	6.00%	-7.87%	2.06%	8.80%	-3.05%	-3.26%	0.46%
2016	-0.41%	-1.13%	1.46%	0.25%	2.59%								2.74%

EUR NAV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	-	-	-	94.09	97.01	92.92	98.50	90.75	92.62	100.78	103.85	100.46
2016	100.04	98.92	100.36	100.61	103.22							

## GBP Class A – launched 14<sup>th</sup> October 2014

GBP %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2014	-	-	-	-	-	-	-	-	-	2.78%	5.62%	-3.71%	4.53%
2015	6.21%	1.72%	-0.42%	-1.12%	1.56%	-5.59%	5.90%	-4.92%	2.87%	5.57%	1.05%	1.58%	14.48%
2016	3.04%	1.02%	3.14%	-1.16%	0.32%								6.45%

GBP NAV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	-	-	-	-	-	-	-	-	-	102.78	108.55	104.53
2015	111.02	112.92	112.45	111.18	112.92	106.60	112.89	107.34	110.42	116.57	117.80	119.66
2016	123.30	124.56	128.46	126.97	127.38							

## EUR Class A – launched 17<sup>th</sup> November 2015

EUR %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2015	-	-	-	-	-	-	-	-	-	-	-0.36%	3.30%	-3.64%
2016	-0.44%	-1.16%	1.42%	0.22%	2.55%								2.57%

EUR NAV	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	-	-	-	-	-	-	-	-	-	-	99.64	96.36
2016	95.93	94.82	96.17	96.38	98.84							

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