

# Ash Park Global Consumer Franchise UCITS Fund

## Global Consumer Franchise Equity

March 2020

### 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.

### Monthly Portfolio Comment

Class A units in the Ash Park Global Consumer Franchise UCITS Fund in March were down 6.20% in Euros, -6.34% in CHF, -6.30% in USD and -3.48% in GBP. For the year, Class A units are down 14.74% in Euros, -16.73% in CHF, -16.66% in USD, and -10.96% in GBP.

March was a second consecutive negative month for the fund in EUR as the tragedy of Coronavirus moved on from Asia to Europe and now North America. We are watching events closely and trying to make sure that we stick to our clear investment framework, mindful that at times like this it's easy to become transfixed by the extraordinary, hourly moves in financial asset prices. We made several adjustments to the portfolio in March in favour of stocks where outsized falls in the share price left them very attractively valued on a longer-term basis. For example, Fever-Tree and L'Occitane had both significantly underperformed, allowing us to double our positions to an average portfolio weighting. You can expect us to make further changes to our holdings in the coming months. At some point it might make sense to reduce weightings in the relative 'winners' of the crisis and add to some of those with some natural 'recovery' potential, but we are not in a rush to do so. This is an environment in which those companies with the resilience and ability to continue to invest and 'do the right thing' can gain market share and emerge as winners over the next couple of years. We are pleased to see that all of our portfolio companies are in a position of being able to offer help, rather than having to ask for emergency support themselves – a telling indicator of their relative financial strength at this time. We don't regard these efforts as being part of an ESG or corporate marketing campaign that consumers will later reward: they are just the right thing to do. The top 3 contributors in the month were Clorox, Reckitt Benckiser and Lindt. The top 3 detractors were Coty, BAT and Coca Cola.

### Fund Performance Since Inception (EUR)



Class A, net of fees / expenses. Fund launched on 14th Oct 2014 (=100)  
Source: Ash Park

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 reliable guide to future performance.

### The Manager



ASH PARK

A division of Kingsway Capital

### Geographic Split

At 31<sup>st</sup> March 2020, By Country of Listing

UK	32.2%
US	30.7%
Netherlands	12.6%
Switzerland	8.8%
Germany	4.4%
Italy	4.1%
Hong Kong	3.9%
Japan	1.4%
Net Cash	1.9%

### Sector Split

At 31<sup>st</sup> March 2020, By Company Listing

Tobacco	27.4%
Beverages	22.5%
Household Care	20.3%
Personal Care	14.5%
Food Manufacturing	13.4%
Net Cash	1.9%

### Fund Facts

Structure	UCITS Fund
Domicile	Ireland
Liquidity	Daily
Fund AUM	\$36 million
Strategy AUM	\$208 million
Number of Stocks	20
Inception	14 <sup>th</sup> October 2014

#### A Class

Share Class	
Currency	EUR/CHF/USD/GBP
Mgt. Fee	1.00%
ISIN Codes	EUR: IE00BQQFW266 USD: IE00BQQFW480 CHF: IE00BQQFW597 GBP: IE00BQQFW373

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Y-T-D
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%	11.44%	0.48%	0.23%	0.79%	1.68%	-9.04%	2.81%	14.48%
2017	0.43%	7.80%	1.97%	-1.63%	8.00%	-2.82%	-1.68%	1.89%	-4.69%	1.16%	0.43%	3.53%	14.45%
2018	-3.40%	-5.49%	-0.38%	-0.96%	0.79%	3.32%	4.32%	-1.03%	-0.72%	-1.99%	-1.35%	-6.63%	-13.19%
2019	0.62%	3.51%	7.09%	-0.66%	-0.19%	1.90%	3.87%	0.31%	-1.84%	-5.06%	3.46%	0.58%	13.88%
2020	-0.69%	-7.11%	-3.48%										-10.96%

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Y-T-D
2015	-	-	-	-	-	-	-	-	-	-	-0.36%	-3.30%	-3.64%
2016	-0.44%	-1.16%	1.42%	0.22%	2.55%	2.56%	-0.86%	-0.73%	-0.93%	-2.22%	-3.63%	2.26%	-1.15%
2017	-0.20%	8.44%	1.80%	-0.04%	4.36%	-3.59%	-3.47%	-1.24%	-0.20%	1.61%	0.02%	2.73%	10.05%
2018	-2.11%	-6.47%	0.59%	-1.01%	0.79%	2.49%	3.43%	-1.39%	-0.22%	-1.56%	-1.43%	-7.69%	-14.14%
2019	3.53%	5.46%	6.39%	-0.43%	-2.95%	0.69%	2.22%	0.87%	0.33%	-2.58%	4.64%	1.19%	20.63%
2020	0.09%	-9.19%	-6.20%										-14.74%

### USD Class A – launched 19<sup>th</sup> February 2016

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Y-T-D
2016	-	-1.21%	6.37%	0.73%	-0.32%	2.35%	-0.21%	-1.13%	-0.03%	-4.90%	-6.46%	1.68%	-3.66%
2017	2.26%	6.63%	2.47%	1.77%	7.76%	-2.22%	-0.21%	-0.41%	-0.76%	0.13%	2.37%	3.46%	25.30%
2018	1.55%	-8.42%	1.43%	-2.75%	-2.62%	2.52%	3.65%	-1.94%	-0.39%	-3.97%	-1.50%	-6.80%	-18.27%
2019	3.92%	4.66%	4.91%	-0.62%	-3.50%	2.90%	-0.06%	-0.23%	-0.68%	-0.30%	3.42%	3.01%	18.45%
2020	-1.19%	-9.99%	-6.30%										-16.66%

### CHF Class A – launched 19<sup>th</sup> May 2017

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Y-T-D
2017	-	-	-	-	1.41%	-3.22%	0.54%	-0.81%	-0.08%	3.15%	0.84%	2.67%	4.45%
2018	-3.13%	-6.90%	2.77%	0.53%	-3.29%	3.54%	3.34%	-4.21%	0.61%	-1.11%	-2.14%	-8.06%	-17.32%
2019	-0.30%	10.25%	4.88%	1.69%	-4.74%	-0.26%	1.47%	-0.28%	0.10%	-1.34%	4.74%	-0.18%	16.35%
2020	-1.58%	-9.66%	-6.34%										-16.73%

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## Contact Details

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