

# Ash Park Global Consumer Franchise UCITS Fund

## Global Consumer Franchise Equity

August 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 turnover.

### Monthly Portfolio Comment

Class A units in the Ash Park Global Consumer Franchise UCITS Fund in August were up 1.24% in Euros, up 1.87% in USD, up 0.29% in GBP and up 1.24% in CHF. For the year, Class A units are down 7.52% in Euros, -1.97% in USD, -8.48% in CHF, and -2.59% in GBP.

The fund posted positive returns in August across all share classes. Markets in August were again strongly in favour of growth over value, whilst the reporting season for the staples industry diverged between Covid beneficiaries and hampered performances. Nomad Foods, one of our top four holdings and European frozen foods market leader enjoyed another very strong quarter of growth (organic sales grew by 12% in Q2 and by 10% in H1) as stay at home policies boosted meal occasions for their products. At the other end of the spectrum, beauty companies with high exposure to Travel Retail and Department and Speciality Stores were severely hampered by the lack of consumer traffic. This led to many Beauty companies including Estee Lauder, Shiseido, Beiersdorf and many more to report weak sales trends for Q2. However, as we see this hit to their current results as temporary, portfolio activity in August was used to increasing our Asian Beauty exposure through Shiseido and a recent new holding - Kose. We believe that the Asian Beauty markets should recover strongly once consumer habits start to normalise. The top 3 contributors in the month were Nomad Foods, Lindt and Estee Lauder. The top 3 detractors in the month were Clorox, Fever Tree and Heineken.

### 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



### Geographic Split

At 28<sup>th</sup> August 2020, By Country of Listing

US	31.9%
UK	29.1%
Netherlands	9.1%
Switzerland	8.4%
Italy	4.7%
Germany	4.3%
Hong Kong	4.2%
Japan	3.9%
Net Cash	4.4%

### Sector Split

At 28<sup>th</sup> August 2020, By Company Listing

Tobacco	23.7%
Beverages	22.8%
Household Care	18.3%
Food Manufacturing	15.7%
Personal Care	15.3%
Net Cash	4.4%

### Fund Facts

Structure	UCITS Fund
Domicile	Ireland
Liquidity	Daily
Fund AUM	\$45 million
Strategy AUM	\$237 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%	6.50%	4.50%	1.05%	-3.00%	0.29%					-2.59%

### 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%	8.53%	0.85%	0.03%	-2.14%	1.24%					-7.52%

### 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%	8.34%	2.42%	1.00%	3.03%	1.87%					-1.97%

### 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%	8.07%	1.95%	-0.39%	-1.08%	1.24%					-8.48%

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## Contact Details

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