

# Ash Park Global Consumer Franchise UCITS Fund

## Global Consumer Franchise Equity

November 2019

### 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 Portfolio Comment

Class A units in the Ash Park Global Consumer Franchise UCITS Fund in November were up 4.64% in Euros, up 4.74% in CHF, up 3.42% in USD and up 3.46% in GBP. Year-to-date, Class A units are up 19.21% in Euros, up 16.56% in CHF, up 14.98% in USD and up 13.22% in GBP.

November proved to be a strong month for the fund, with notable positive contributions from the Tobacco holdings as well as recent additions to the portfolio. The most significant portfolio activity in the month saw us more than double our holding in Fever-Tree, which had recently fallen significantly on little news. This proved timely as, soon after our addition, Fever-Tree reported a strong trading update which importantly showed that the UK market will show revenue growth in the current financial year, while strong growth in the US should at least match earlier expectations. The strong performance of the Tobacco holdings was helped by news that the US FDA was delaying any near-term plans to limit nicotine levels and the ongoing marketing of menthol cigarettes in the US. Both of those much-discussed measures have long seemed likely to us to run into difficulty under the strict scrutiny that is applied to regulatory proposals making the transition to concrete rules.

The top 3 contributors in the month were BAT, Fever-Tree and Altria. The top 3 detractors were Coca-Cola, Beiersdorf and Nestlé.



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 29<sup>th</sup> Nov 2019, By Country of Listing

|             |       |
|-------------|-------|
| US          | 36.6% |
| UK          | 28.8% |
| Netherlands | 12.6% |
| Switzerland | 7.7%  |
| Germany     | 4.4%  |
| Italy       | 4.0%  |
| Hong Kong   | 3.6%  |
| Net Cash    | 2.3%  |

### Sector Split

At 29<sup>th</sup> Nov 2019, By Company Listing

|                    |       |
|--------------------|-------|
| Tobacco            | 26.3% |
| Beverages          | 25.1% |
| Household Care     | 19.0% |
| Personal Care      | 14.8% |
| Food Manufacturing | 12.4% |
| Net Cash           | 2.3%  |

### Fund Facts

|                  |                               |
|------------------|-------------------------------|
| Structure        | UCITS Fund                    |
| Domicile         | Ireland                       |
| Liquidity        | Daily                         |
| Fund AUM         | \$42 million                  |
| Strategy AUM     | \$231 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<br>USD: IE00BQQFW480<br>CHF: IE00BQQFW597<br>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%  |        | 13.22%  |

### 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%  |        | 19.21%  |

### 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%  |        | 14.98%  |

### 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%  |        | 16.56%  |

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## Contact Details

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