### **FACTSHEET**

## **Fund Overview**

The MontLake Ash Park Global Consumer Staples UCITS Fund is advised by a London-based team with extensive experience covering consumer companies. Ash Park 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 longterm 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.

Ash Park 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. Ash Park 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 around 20 stocks) and it will be aiming for very low turnover in order to minimise the transactional costs borne by investors.

### **Performance Returns**

The MontLake Ash Park Global Consumer Staples UCITS Fund in August was down 6.42% in US\$ (Founder's class), producing a year-to-date performance of +1.37%. Translated into euros at 28th August spot rates, the performance for August was -7.87%, and +9.31% year-to-date.

## **Monthly Market Commentary**

August was a torrid month for global equities and our portfolio saw a fairly indiscriminate sell-off; the MSCI World Net Return fell 5.91% in US\$ from the end of July to 28th August, to finish the month down 1.70% for the year so far (in euros, -7.36% and +6.00%, respectively).

Although financial market volatility remains high in the near term, especially as traders await the Fed's rate decision in the middle of September, we continue to be encouraged by more fundamental developments across our portfolio. The Q2 reporting season has now finished and, as a whole, the portfolio delivered a very respectable organic sales growth of c.3% on a weighted basis with gross FUND FACTS margin up over 30bp, marketing investment up as a percentage of sales and overall profit margins Structure ahead by c.30bp year-on-year. In our view, this sort of high quality progress should make the portfolio well-placed to weather any further macroeconomic challenges should they arise over coming months.

We used the market weakness and volatility to selectively add to positions where possible and reduce modest cash balances further. Encouragingly, our two most recent purchases significantly outperformed in the month, making our July trading well-timed at this very early stage.

There were no positive contributors to the fund's performance in the month whilst the highly correlated performance of our holdings in the period meant that the four largest detractors were our four largest holdings; Unilever, BAT, Reckitt Benckiser and Colgate.

### **USD Founder Class**

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%	-	-	-	-	1.37%

The USD Founder Class performance figures quoted above represent the performance of the MontLake Ash Park Global Consumer Staples UCITS Fund since launch on 14th October 2014. 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 ADVISER**





Jonathan Fell was previously head of Consumer Research at Deutsche Bank, where he covered Tobacco and Beverage stocks, previously having 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.



Jamie Isenwater has 14 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 2009 annual report.

Domicile Liquidity **Fund AUM Share Class** Currency Mgt. Fee Min Init. Sub. Inception **ISIN Codes** 

**Share Class** Currency Mgt. Fee Min Init. Sub. A Min Init. Sub. B **ISIN Codes** 

**UCITS Fund** Ireland Daily \$30.1 million Founder Class EUR/GBP/CHF/USD

€10m/£10m/\$15m/CHF15m 14.10.2014 EUR: IE00BQQFVT61 USD: IE00BQQFVW90 CHF: IE00BQQFVX08 GBP: IE00BQQFVV83

A Class/B Class EUR/GBP/CHF/USD 0.75%/1.00% €5m/£5m/\$7.5m/CHF7.5m €20,000/£20,000/\$20,000/CHF20,000 EUR: IE00BQQFVY15/IE00BQQFW266

USD: IE00BQQFW043/IE00BQQFW480 CHF: IE00BQQFW159/IE00BQQFW597 GBP: IE00BQQFVZ22/IE00BQQFW373

33.7% 25.6% 22.9% 15.1%

37.1% 55.7% 4.7%

# **COMPOSITION OF FUND**

Top 5 Long Positions (% of NAV)		Industries (% of NAV)			
British American Tobacco Plc	9.1%	Household & Personal Care	3		
Reckitt Benckiser Plc	8.7%	Beverages	2		
Unilever NV	8.2%	Tobacco	2		
Colgate-Palmolive Co	8.1%	Food	1		
Hershey Co	4.8%				
		Domiciles (% of NAV)			
Top 5 contributors for month (Euro)		United States	3		
		Europe	5		
		Japan			

### Portfolio overview

### Long Top 5 detractors for month (Euro) No of Positions 20 Unilever NV -99bp British American Tobacco Plc -95bp Average Consensus 12M Fwd P/E 19.3 Reckitt Benckiser Plc -74bp Average Historic Div. Yield 2.8% Colgate-Palmolive Co -68bp Mead Johnson Nutrition Co -55bp

# **Contact Details**

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### Disclaimer

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