

Maximising long-term returns  
(Risk Score : 75)

Launch date – January 2017

Recommended investment term is 5 years or more.

## Investment Strategy Description:

EasyAssetManagement’s Core Equity Strategy invests in a wide range of assets, including money market instruments, shares (equity), bonds, property and commodities - both in South Africa and Internationally. Equity weights are selected based on finding the best value relative to each asset class.

Maximum equity exposure is 75% with no minimum limit. Foreign exposure (excluding Africa) is limited to 30%.

The strategy’s main objective is capital growth to maximise long term returns. Returns are likely to be more volatile than those of a moderate fund or money market investment.

The Core Strategy is managed using rule based algorithms whereby both the asset allocation and stock selection is actively analysed and adjusted to protect, grow capital and improve risk-adjusted returns of passive investments. The Enhanced strategy is built off our building blocks that algorithmically target companies that exhibit stability, value, momentum and quality characteristics.

## Investment charges:

Bundle Fee	0.75%	
Ter*	0.27%	
Transaction Costs*	0.23%	<i>*Estimate Calculation over</i>
Total Investment Charge*	1.25%	<i>3 year annualized period</i>

## Suitable for:

Investors looking for high capital growth over the long term, in a diversified portfolio

Investors who are comfortable taking on significant risk through market fluctuations which could result in capital loss.

Income Yield

Medium

Capital Growth:

High

Investment Risk:

High

Targeted Return:\*\*\*\*

CPI +8

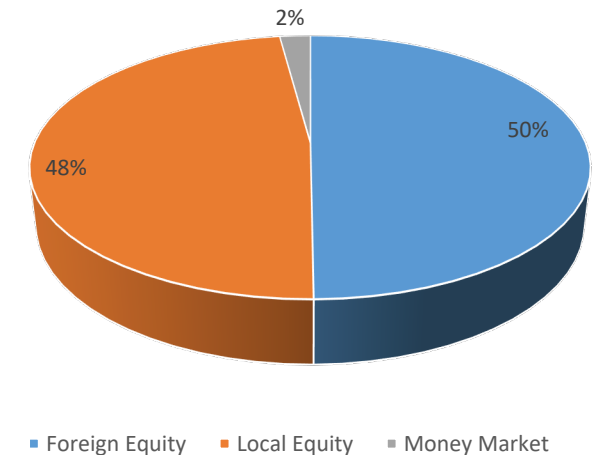
*\*\*\*\*There are no guarantees this targeted return will be earned.*

## Performance Table:

Period	EasyAssetMgmt	Benchmark
This month	-0.97%	1.43%
Last 3 Months	4.26%	3.83%
YTD	4.35%	4.50%
Last 12 Months (Ann)	14.38%	13.71%
Last 3 Years (Ann)	10.20%	14.55%
Since Inception (Ann)**	13.27%	14.15%

Best Month	12.76%	2.32%
Worst Month	-8.84%	0.00%

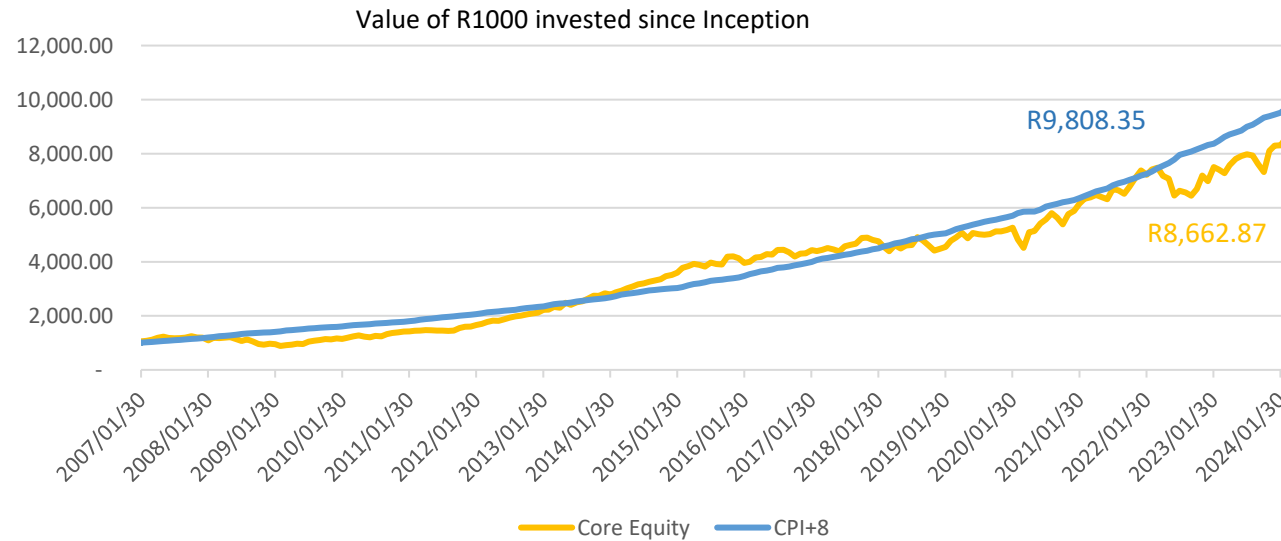
## Asset Allocation:



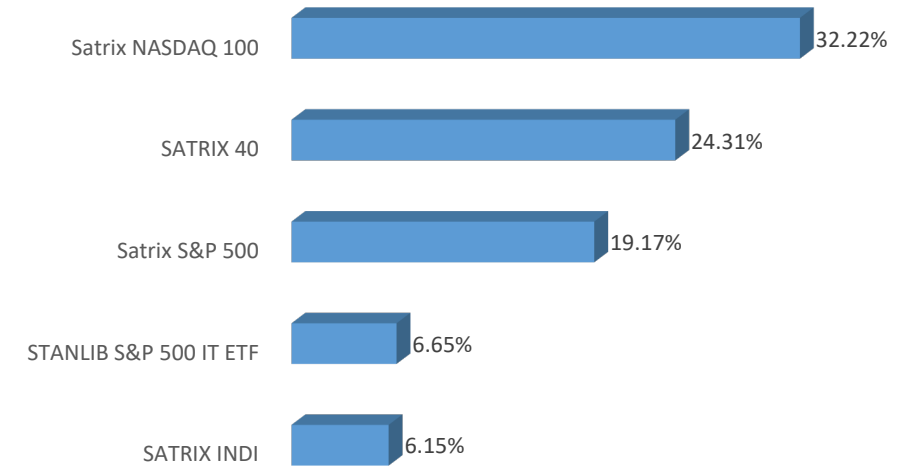
The above return and investment performance is not guaranteed and is for illustrative purposes only.

\*\*For the period from January 2007 to December 2016, simulated performance is shown. Simulations used market data sourced from Bloomberg. Simulations are generated using rule based algorithms that determine investment decisions. The algorithms analyse the balance sheet and income statements of equities and each assets return relative to other assets. Investment decisions are made on this data using historic comparisons. The simulated performance is calculated taking all fees into account and income is assumed to be reinvested as it is received.

## Total Return:



## Top 5 Holdings:



The above graph is for illustrative purposes and EasyEquities does not provide any guarantee either with respect to the capital or return of the strategy.

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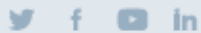
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For more information, please contact **087 940 6121**.

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