

ASSERTIVE GROWTH PORTFOLIO

JUNE 2021



cannon
asset
managers

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PORTFOLIO FACTS

Benchmark	CPI + 5%
Mandate Inception (CPI + 5%)	January 2010
Easy Equities Portfolio Inception	February 2018
Investment Horizon	> 5 Years

INVESTMENT OBJECTIVES

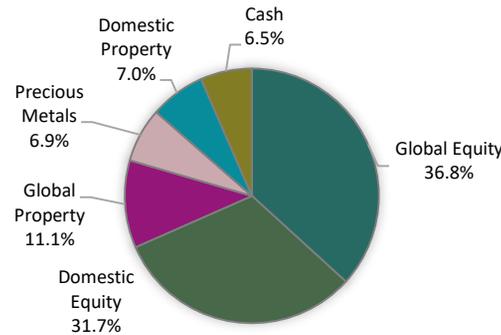
To produce long-term capital growth greater than “consumer price inflation plus five percent” (CPI + 5%) over periods of five years and more.

INVESTMENT STRATEGY

Cannon Asset Managers’ Assertive Growth Portfolio uses a flexible approach to invest across all the major asset classes, including equities, property, bonds, commodities and cash to produce long-term returns ahead of inflation plus five percent (CPI + 5%). The portfolio manager has complete flexibility in asset allocation between and within asset classes, countries and regions. No minimum or maximum holding applies to South African or offshore assets. This flexibility allows the manager to tactically vary asset exposure from time-to-time to take advantage of asset class mispricing or to protect investments against market risks.

The exposure within the different asset classes is managed on a passive basis, which ensures holdings deliver efficient asset-class returns and costs are kept as low as possible. The primary goal of the portfolio is to produce high capital growth over the longer term.

ASSET CLASS EXPOSURE



INVESTMENT GUIDELINES

Cannon Asset Managers’ Assertive Growth Portfolio invests in a portfolio of equities, property, bonds, commodities and cash. The portfolio does not comply with the investment limits governing retirement funds (Regulation 28 of the Pension Funds Act). In the long run, the strategic allocation targets holding half of the portfolio in South African assets and half of the portfolio in offshore assets. However, there are no limits or constraints to the geographic allocation or currency allocation of the portfolio.

Similarly, the portfolio may be aggressively managed, with underlying assets being shifted between different markets and various asset classes to reflect changing economic and market conditions. The manager has full discretion over asset allocation to maximise total returns over the long term.

SUITABLE FOR*



The portfolio is suited to investors who:

- are looking for long-term capital growth ahead of consumer price inflation;
- can tolerate short-term portfolio volatility associated with an assertive investment mandate; and
- have an investment horizon of at least five years.

BENCHMARK

The investment results of the portfolio are measured against two benchmarks, namely:

- the market value-weighted average return of funds in the ASISA Worldwide Flexible Multi-Asset Category, as reported by Morningstar (www.morningstar.com); and
- the rate of consumer price index inflation plus five percent (CPI + 5%).

As an assertive investment, the portfolio is managed to produce high capital growth for investors who can tolerate short-term market volatility and are willing to accept the risks associated with a more aggressive mandate.



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Cannon Asset Managers

* Riskalyze is a cutting-edge technology that identifies your acceptable levels of risk and reward with unparalleled accuracy. Using this tool, we ensure that your portfolio aligns with your investment goals and expectations. For more information please go to www.riskalyze.com.



EFFECTIVE ANNUAL COST (EAC)

Underlying Fund Total Expense Ratio (TER)	0.46
Transaction Costs	0.13
Asset Management Charge	0.65
Effective Annual Cost (%)	1.24

The estimated effective annual cost is made up of (a) the weighted average of the total expense ratio (TER) of the exchange traded funds that make up the portfolio; (b) a reasonable best estimate of the transaction costs incurred in managing the portfolio; and (c) the asset management fee charged by Cannon Asset Managers as the portfolio advisor. Keeping investment costs as low as possible is an explicit objective of Cannon Asset Managers as the portfolio advisor.

All figures are quoted exclusive of value added tax (15% as of 1 April 2018).

Independent financial advisors are eligible to charge an additional advice fee of up to 0.50% per annum.

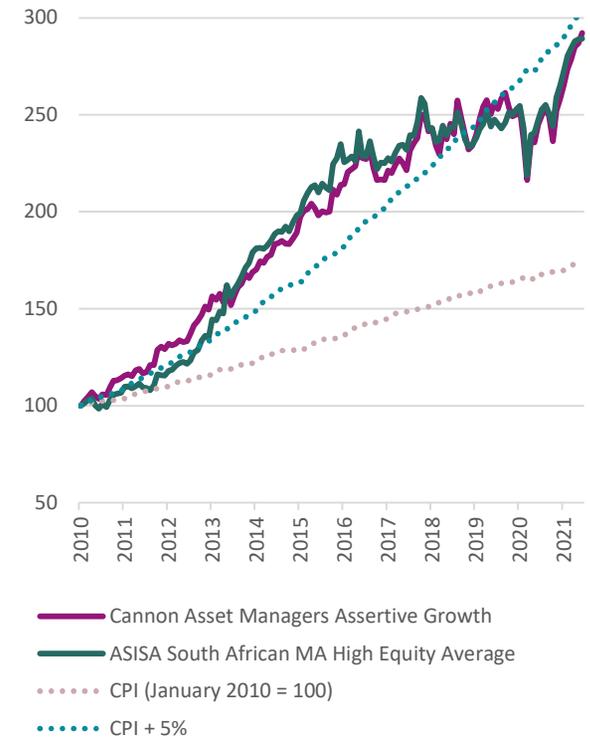
INVESTMENT WRAPPER

Living Annuity: If you invest via a living annuity an additional fee of 0.40% per annum will be levied for the savings wrapper, increasing the effective annual cost to 1.63% per annum.

PORTFOLIO ATTRIBUTES & INVESTMENT RESULTS

Return & Risk Attributes	Benchmark (CPI + 5%)	ASISA Average	Assertive Growth Portfolio
Average Yearly Return (%)	10.2	10.0	9.3
Average Yearly Volatility (%)	1.3	9.2	9.3
One-Year Return	10.2	16.9	19.2
Three-Year Return	9.0	5.9	6.0
Five-Year Return	9.4	4.8	5.1
Ten-Year Return	10.2	10.2	9.6
Return Since Inception (%)	203.0	189.3	192.2
Highest Monthly Return	1.9	9.9	9.4
Lowest Monthly Return	-0.2	-10.0	-8.6
Highest Annual Return	12.4	32.6	28.7
Lowest Annual Return	7.1	-10.8	-14.9
Positive Months (%)	98.5	66.4	66.4
Success Rate (%)	NA	65.7	76.5

PERFORMANCE



¶ The return and investment performances set out in this document are for illustrative purposes only. The performance is calculated by taking the actual initial fees and all ongoing fees into account for the strategic asset allocation percentages of the portfolio and all income is reinvested on the reinvestment date. For the period from 2006 to 2018, proxy data were used based on Cannon Asset Managers underlying mandates to represent the portfolio's returns. The highest and lowest annual returns reported are on a rolling 12-month basis since inception, and not per calendar year; this metric is intended to capture how much the portfolio and the benchmark returns have varied for a rolling 12-month period.

‡ The Success Rate measures the instances in which the investment performance of the portfolio is ahead of consumer price inflation over the investment horizon of the portfolio, as noted under the section "Benchmark".

The effective annual cost (EAC) calculation is made in accordance with ASISA effective annual cost (EAC) standard available at www.asisa.org.za/codes-standards-guidelines/standards/.

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