

Preservation of capital whilst targeting a healthy income yield (Risk Score : 25)

Launch date – May 2018

Recommended investment term is 2 years or more.

Investment Strategy Description:

Emperor's Enhanced Conservative 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 40% with no minimum limit. Foreign exposure (excluding Africa) is limited to 30.

Returns are likely to be less volatile than those of an equity-only fund or a balanced fund. A major portion of the strategy is typically invested in money market and fixed income instruments to secure an attractive income yield.

The Enhanced 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	1.00%	
Ter*	0.20%	
Transaction Costs*	0.10%	<i>* Estimate Calculation over 3 year annualized period</i>
Total Investment Charge*	1.30%	

Suitable for:

Risk averse investors who want to draw an income over an extended period.

Investors who are ideally investing for at least 2 years

Investors looking to achieving returns better than inflation but are comfortable with lower potential return over time compared to products with more risk and higher equity exposure.

Income Yield

High

Capital Growth:

Low

Investment Risk:

Low

Targeted Return:***

CPI +2

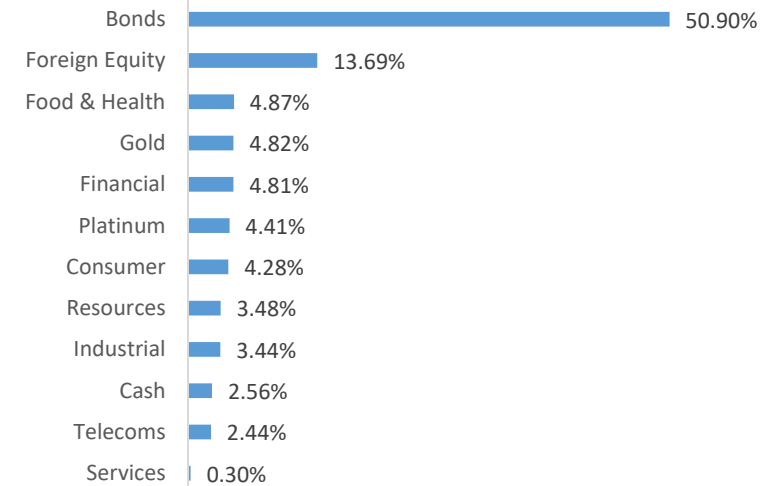
***There are no guarantees this targeted return will be earned.

Performance Table:

Period	Emperor	Benchmark
This Month	2.67%	0.65%
Last 12 Months	9.33%	7.57%
Last 3 Years (Annualised)	12.60%	6.13%
Last 5 Years (Annualised)**	10.05%	6.48%
Last 10 Years (Annualised)**	12.62%	7.09%
Since Inception (Annualised)**	11.19%	7.74%

**Volatility 6.50% - calculated since 2007

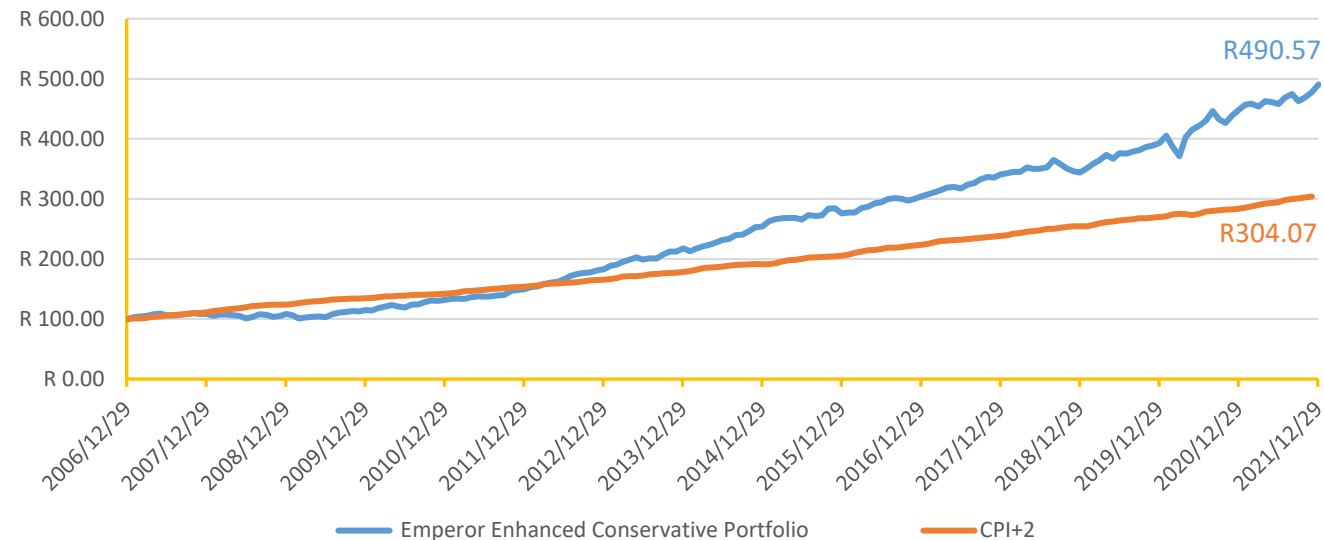
Asset Allocation:



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

**For the period from January 2007 to April 2018, 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:



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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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