

Maximising long-term returns while minimising short-term risk. (Risk Score : 36)

Launch date – May 2018

Recommended investment term is 3 years or more.

Investment Strategy Description:

Emperor's Enhanced Moderate 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 asset value relative to each asset class.

Maximum equity exposure is 60% with no minimum limit. Foreign exposure (excluding Africa) is limited to 30.

The strategy is diversified across a range of assets reflecting its objectives of reasonable growth and capital stability. Returns are likely to be less volatile than those of an equity-only fund or a balanced fund (high equity).

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*	0.17%	
Transaction Costs*	0.10%	<i>*Estimate Calculation over 3 year annualized period</i>
Total Investment Charge*	1.26%	

Suitable for:

Investors looking for a reliable capital growth profile over the long term, with a focus on higher income return.

Investors who are ideally investing for at least 3 years

Investors comfortable taking on a degree of risk through market fluctuations which could result in some capital loss.

Income Yield

High

Capital Growth:

Moderate

Investment Risk:

Moderate

Targeted Return:***

CPI +4

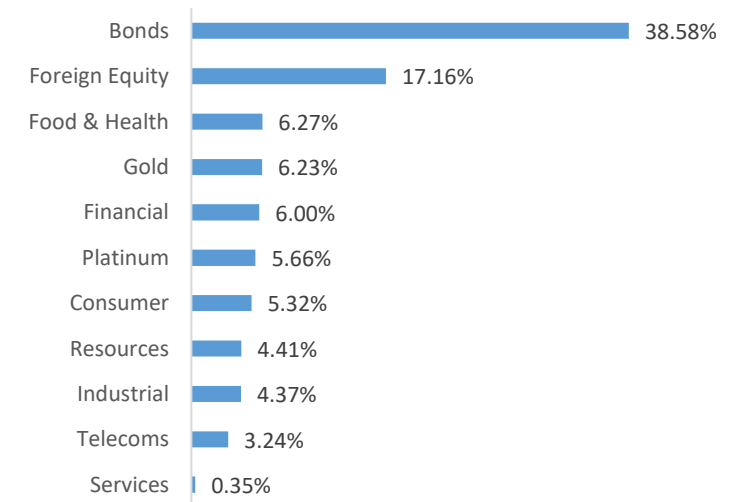
****There are no guarantees this targeted return will be earned.*

Performance Table:

Period	Emperor	Benchmark
This Month	3.08%	0.82%
Last 12 Months	12.37%	9.67%
Last 3 Years (Annualised)	14.45%	8.21%
Last 5 Years (Annualised)**	10.33%	8.56%
Last 10 Years (Annualised)**	13.26%	9.19%
Since Inception (Annualised)**	11.91%	9.84%

***Volatility 7.25% - calculated since 2007*

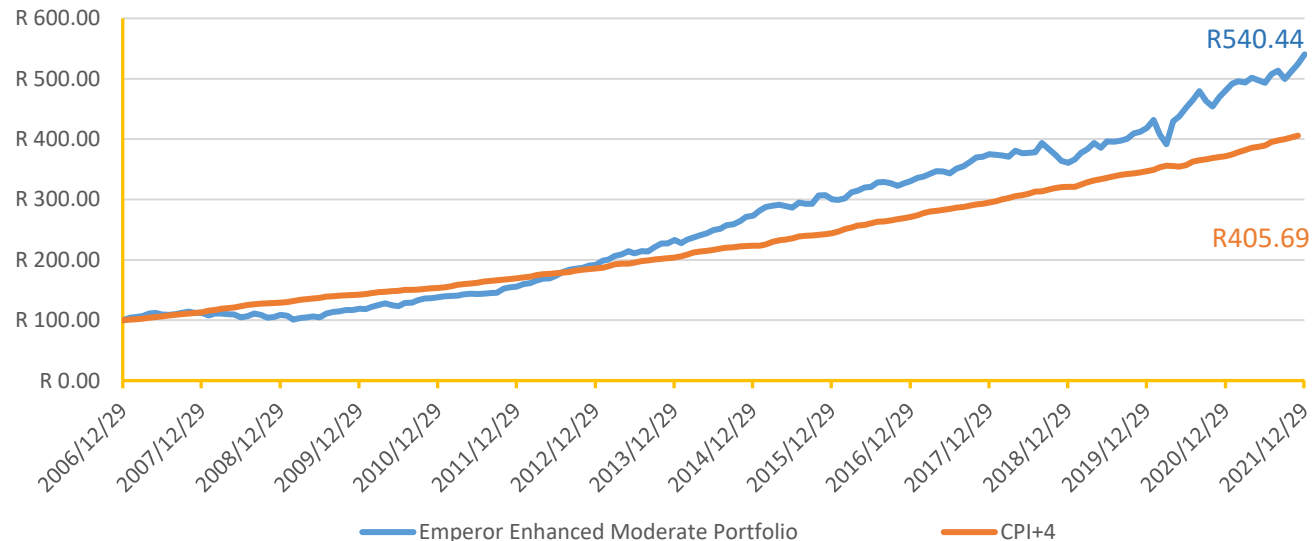
Asset Allocation:



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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