

Maximising long-term returns  
(Risk Score : 75)

Launch date – May 2018

Recommended investment term is 5 years or more.

## Investment Strategy Description:

EasyAssetManagement's Enhanced 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 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*	0.10%	
Transaction Costs*	0.18%	<i>*Estimate Calculation over</i>
Total Investment Charge*	1.28%	<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

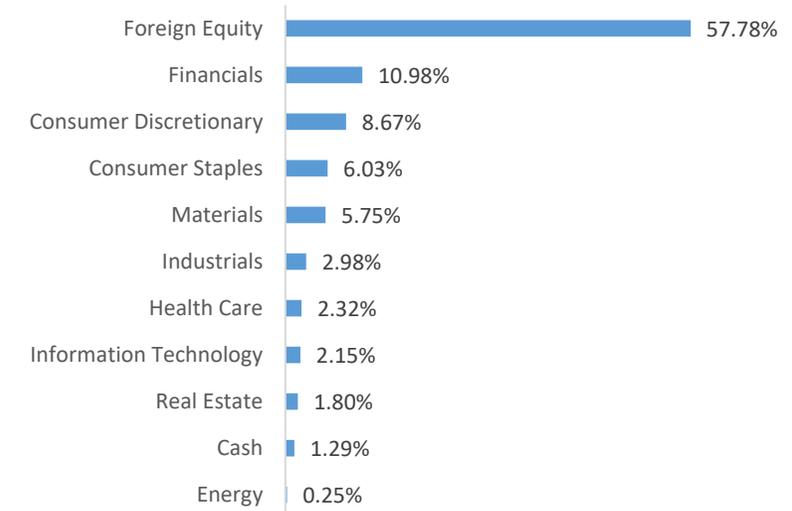
*\*\*\*\*There are no guarantees this targeted return will be earned.*

## Performance Table:

Period	EasyAssetMgmt	Benchmark
This Month	1.42%	1.62%
Last 12 Months	24.76%	13.97%
Last 3 Years (Annualised)	10.43%	14.54%
Last 5 Years (Annualised)	13.63%	13.52%
Last 10 Years (Annualised)**	12.23%	13.48%
Since Inception (Annualised)**	13.79%	14.13%

*\*\*Volatility 12.07% - calculated since 2007*

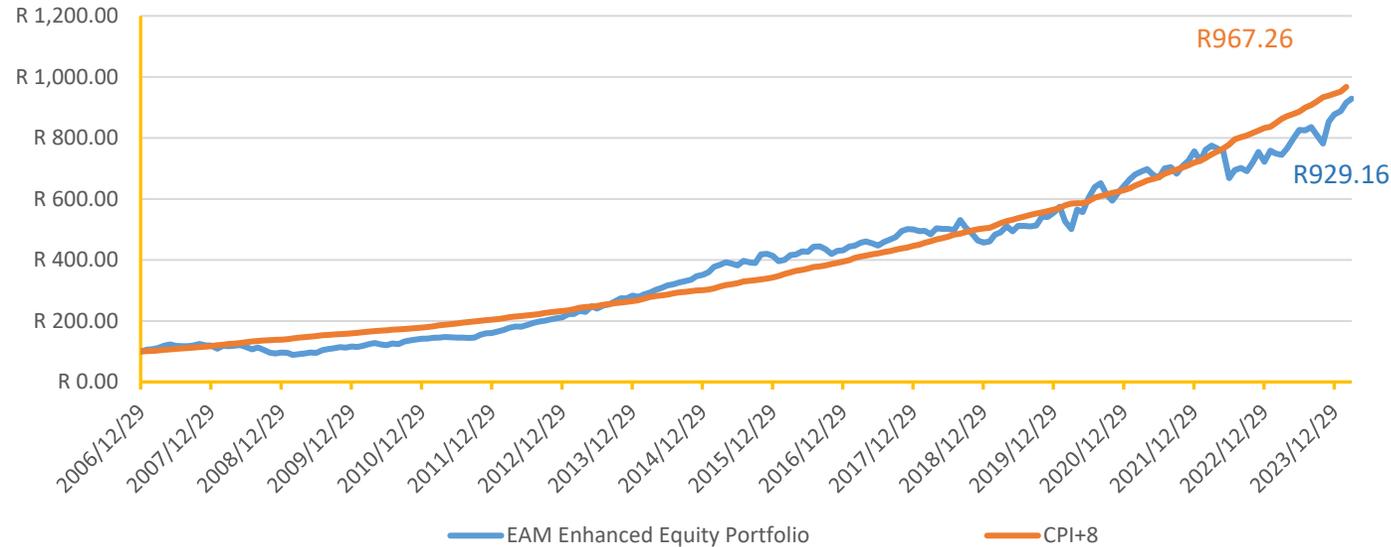
## Asset Allocation:



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:



[www.assetmanagement.easyequities.co.za](http://www.assetmanagement.easyequities.co.za)  
[www.easyequities.co.za](http://www.easyequities.co.za)  
 Contact Us  
[helpme@easyequities.co.za](mailto:helpme@easyequities.co.za)  
[info@emperor.co.za](mailto:info@emperor.co.za)

**Johannesburg**  
 16th Floor  
 25 Owl Street  
 Auckland Park  
 Johannesburg  
 2092

Postnet Suite 247  
 Private Bag X1  
 Melrose Arch, 2076



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.

#### Disclaimer:

First World Trader Proprietary Limited trading as EasyEquities (“EasyEquities”) is a licensed financial services provider under the Financial Advisory and Intermediary Services Act, 2002 (“FAIS”) with FSP licence no. 22588. EasyEquities is the discretionary financial services provider in respect of this strategy (which is defined as a “Bundle” in the EasyEquities Terms and Conditions and the applicable Bundle Mandate). This strategy is not a collective investment scheme as defined in the Collective Investment Schemes Control Act, 2012.

EasyAssetManagement Proprietary Limited (“EAM”) is a licensed financial services provider under FAIS with FSP licence no. 44978. EAM is acting as a juristic representative (as defined in FAIS) under the FAIS licence of the Purple Group Limited to provide advice (as defined in FAIS) to EasyEquities in respect of the composition and weightings of the financial products which form part of the holdings of this strategy. EAM is not the discretionary financial services provider in respect of this strategy.

There are no guarantees that the objectives within each risk classification will be met. Not all the risks and significant issues related to or associated with the investment products are disclosed herein and therefore, prior to investing or transacting, you should fully understand the products and any risks and significant issues related to or associated with them. Individuals should undertake their own analysis and/or seek professional advice based on their specific needs before purchasing or selling investments. The value of the investment may go down as well as up. Performance information is presented net of all management fees and expenses unless marked otherwise. For all periods the performance information includes the reinvestment of dividends and interest unless otherwise noted. A schedule of fees, charges and commissions is available on request from EasyEquities. EasyEquities does not provide any guarantee either with respect to the capital or the return of the strategy. This document is for information purposes only and does not constitute advice for the purposes of FAIS. Individuals should undertake their own analysis and/or seek professional advice based on their specific needs before purchasing or selling investments.

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