

# LO Funds – World Brands

## Syst. NAV Hdg, (GBP) P

### Fact Sheet (marketing document)

Thematic Equities • Equities

31 January 2025

#### FUND FACTS

Domicile/Legal structure	Luxembourg/SICAV
Legal Status	UCITS
Fund inception date	25 June 2018
SFDR Classification	Article 8
Currency of Fund	EUR
Currency of share class	GBP Hedged
Fund manager	J. Mendoza, A. Gowen
Net assets (all classes)	GBP 814.14 million
Liquidity (sub./red.)	daily, 15:00
Min. investment	EUR 3'000 or equivalent
Entry/Exit fees	0.00% / 0.00%
Management fee	0.96%
Distribution fee	0.96%
FROC	0.30%
Ongoing charge (31 December 2024)	2.22%
TER max (30 September 2024)	2.22%

#### RISK AND REWARD PROFILE

1	2	3	4	5	6	7
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Low High

This summary risk indicator (SRI) is a guide to the level of risk of this product compared to other products. Where there are less than 5 years worth of data, missing returns are simulated using an appropriate benchmark. The SRI may change over time and should not be used as an indicator of future risk or returns. Even the lowest risk classification does not imply that the Sub-Fund is risk-free or that capital is necessarily guaranteed or protected.

#### CODES

ISIN	LU1809980805
Bloomberg	LOFWBSG LX
Telekurs	41326437
NAV	GBP 141.52

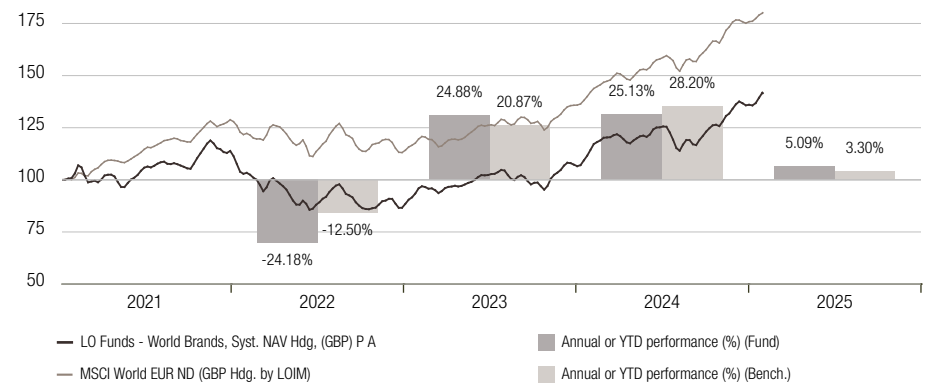
#### FISCAL INFORMATION

UK - Reporting Status	No
DE - Investment-steuergesetz (InvStG)	Equity Fund

#### HIGHLIGHTS

World Brands high conviction strategy aims to outperform the MSCI World Index over an economic cycle by investing in high quality companies with sustainable financial models, business practices and business models showing resilience and the ability to evolve and benefit from long term structural trends using LOIM proprietary ESG and Sustainability Profiling tools and methodologies. The investment universe, focusing on consumers, is at the crossroads of key long-term structural growth trends such as global demographic shifts, multiple lifestyle changes and disruptive distribution channels; which provide a rich and varied source of potential equity outperformance. When facing consumers, branding power becomes a key strategic attribute for companies in order to build long-lasting competitive positions and to deliver sustainable economic returns and growth. The targeted portfolio consists of 30 to 60 stocks, diversified across our three investment pockets: global brands, upcoming brand and digital brands. Risk management is performed at the portfolio level by the investment team, alongside an independent risk team. The World Brands strategy has been in place since August 2009 and has been managed by LOIM since June 2018.

#### NET CUMULATIVE PERFORMANCE AND ANNUAL PERFORMANCE IN GBP Jan 8, 2021 - Jan 31, 2025



Past performance does not predict future returns. Performances are displayed net of all costs except any entry and exit fees. Please refer to the cost section. Performance is subject to taxation which depends on the personal situation of each investor and may change in the future. Returns may increase or decrease as a result of currency fluctuations.

NET PERFORMANCE IN GBP	Cumulative		Annualized	
	Fund	Bench.	Fund	Bench.
YTD	5.09%	3.30%	-	-
YTD	25.13%	28.20%	-	-
1 month	5.09%	3.30%	-	-
3 months	14.48%	10.52%	-	-
1 year	26.89%	28.59%	-	-
3 years	34.94%	45.66%	10.43%	13.27%
Total return (since 08.01.2021)	41.52%	80.17%	8.88%	15.52%

STATISTICS 08.01.2021 - 31.01.2025	Fund	Bench.
Annualised volatility	16.58%	13.09%
Sharpe ratio	0.36	0.96
Max. drawdown	-26.07%	-13.13%
Correlation		0.857
Tracking error		8.60%

	Fund
Number of positions	56

MONTHLY RETURNS IN %	2021		2022		2023		2024		2025	
	Fund	Bench.	Fund	Bench.	Fund	Bench.	Fund	Bench.	Fund	Bench.
January	-2.7	-2.4	-7.7	-3.8	9.7	5.3	3.6	3.0	5.1	3.3
February	1.4	2.7	-3.9	-2.7	0.3	0.0	8.1	4.7		
March	1.1	6.6	-0.3	3.8	3.3	0.8	1.5	3.5		
April	1.9	2.3	-5.0	-3.2	-0.8	0.2	-4.3	-2.6		
May	-2.0	-0.1	-5.7	-1.4	1.6	2.6	1.9	3.0		
June	6.5	4.7	-3.7	-6.4	4.7	3.7	4.8	3.4		
July	0.8	1.8	10.1	10.5	3.5	2.4	-4.5	0.9		
August	1.3	3.0	-3.2	-2.8	-4.6	-0.7	1.0	0.5		
September	-4.1	-2.3	-7.7	-6.9	-3.9	-1.8	1.3	1.1		
October	9.1	5.8	2.1	6.2	-2.7	-2.6	1.3	0.9		
November	1.8	0.6	7.5	2.7	9.7	6.0	7.7	7.5		
December	-1.5	3.2	-7.9	-7.7	2.9	3.7	1.1	-0.5		
<b>Year</b>	<b>13.7</b>	<b>28.6</b>	<b>-24.2</b>	<b>-12.5</b>	<b>24.9</b>	<b>20.9</b>	<b>25.1</b>	<b>28.2</b>	<b>5.1</b>	<b>3.3</b>

The following risks may be materially relevant but may not always be adequately captured by the synthetic risk indicator and may cause additional loss:

**Concentration risk:** To the extent that the fund's investments are concentrated in a particular country, market, industry, sector or asset class, the fund may be susceptible to loss due to adverse occurrences affecting that country, market, industry, sector or asset class.

**Emerging market risk:** Significant investment in emerging markets may expose to difficulties when buying and selling investments. Emerging markets are also more likely to experience political uncertainty and investments held in these countries may not have the same protection as those held in more developed countries.

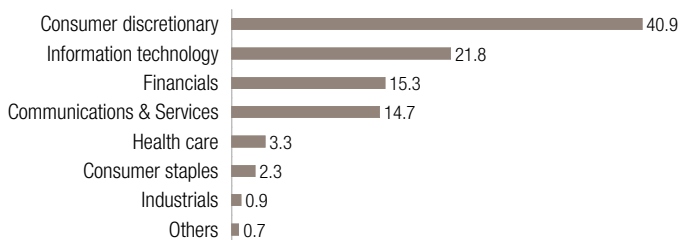
**Active management risk:** Active management relies on anticipating various market developments and/or security selection. There is a risk at any given time that the fund may not be invested in the highest-performing markets or securities. The fund's net asset value may also decline.

Before taking any investment decision, please read the latest version of the prospectus, the articles of incorporation, the Key Information Documents (KIDs) and the latest annual report and semi-annual report. Please pay attention to the Appendix B "Risk Factors Annex" of the prospectus.

Incorporation of extra-financial risks into the investment decision process may result in underweighting of profitable investments from the sub-fund's investment universe and may also lead the management of the sub-fund to underweight investments that will continue to perform. Sustainability risks may lead to a significant deterioration in the financial profile, profitability or reputation of an underlying investment and may therefore have a significant impact on its market price or liquidity.

The Fund has been classified as a financial product subject to Article 8 of Regulation (EU) 2019/2088 on sustainability-related disclosures in the financial sector (the "SFDR"). The Fund promotes, among other characteristics, environmental or social characteristics, or a combination of those characteristics, provided that the companies in which the investments are made follow good governance practices.

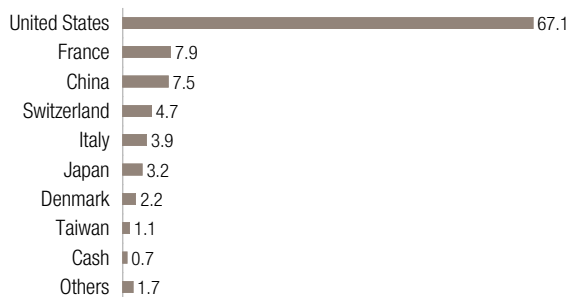
**SECTORS (IN %)**



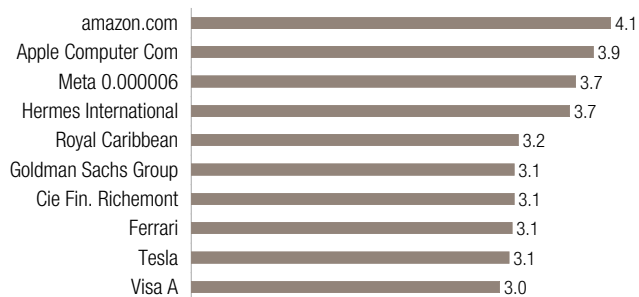
**CURRENCIES (IN %)**



**COUNTRIES (IN %)**



**TOP 10 (IN %)**



## GLOSSARY

**Credit Ratings:** The credit ratings breakdown mentioned for convertible funds is a blend of ratings performed internally as well as ratings provided by external sources.

**Risk and Reward Profile:** This summary risk indicator (SRI) is a guide to the level of risk of this product compared to other products. Where there are less than 5 years worth of data, missing returns are simulated using an appropriate benchmark. The SRI may change over time and should not be used as an indicator of future risk or returns. Even the lowest risk classification does not imply that the Sub-Fund is risk-free or that capital is necessarily guaranteed or protected.

**Total Expense Ratio (TER):** The total fees involved in managing and operating a fund. The TER included the annual management fee and other charges, for example legal, admin, and audit costs (source: annual audited reports or semi annual non audited reports). The Total Expense Ratio (TER) is calculated twice per year and is subject to change between calculation dates.

**OGC:** The OGC (Ongoing Charge) refers to the recurring charges levied on the assets of a fund in the context of PRIIP KIDs. These charges include all expenses necessary for the operation of the fund, such as manager remuneration, depository fees, accounting and audit costs, as well as other administrative costs. However, they exclude certain costs such as entry and exit fees, performance fees.

**Volatility:** A statistical measure of the fluctuations of a security's price. It can also be used to describe fluctuations in a particular market. High volatility is an indication of higher risk.

**Sharpe Ratio:** A measure of risk-adjusted performance. The higher the ratio, the better risk-adjusted performance has been.

**Drawdown:** A draw down is usually quoted as the percentage between the peak and trough of an investment during a specific period. It can help to compare an investment's possible reward to its risk.

**Correlation:** Correlation is a measure of how securities or asset classes move in relation to each other. Highly correlated investments tend to move up and down together while investments with low correlation tend to perform in different ways in different market

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conditions, providing investors with diversification benefits. Correlation is measured between 1 (perfect correlation) and -1 (perfect opposite correlation). A correlation coefficient of 0 suggests there is no correlation.

**Tracking Error:** A measure of how closely an investment portfolio follows the index against which it is benchmarked.

**Bond Floor:** The lowest value that convertible bonds can fall to, given the present value of the remaining future cash flows and principal repayment. The bond floor is the value at which the convertible option becomes worthless because the underlying stock price has fallen substantially below the conversion value.

**Delta:** The ratio comparing the change in the price of the underlying asset to the corresponding change in the price of a derivative.

**Premium:** If a fixed-income security (bond) is purchased at a premium, existing interest rates are lower than the coupon rate. Investors pay a premium for an investment that will return an amount greater than existing interest rates.

**Yield to Maturity:** The rate of return anticipated on a bond if it is held until the maturity date.

**Coupon:** The interest rate stated on a bond when it's issued.

**Modified Duration:** This formula is used to determine the effect that a 100-basis-point (1%) change in interest rates will have on the price of a bond.

**Average Duration:** The average modified duration of the portfolio expressed in years.

**Expected Loss:** Annual average expected loss to the portfolio expressed in percent.

**Attachment Point:** The modelled probability of a negative portfolio return in any given year.

**FROC (Fixed Rate of Operational Costs):** It cover the Operational Costs directly incurred by the Company ("Direct Costs") and those resulting from the activities carried out by the Management Company on behalf of the Company ("Fund Servicing Costs").

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The articles of association, the prospectus, the Key Information Document ("PRIIPS/KIDs"), and the subscription form are the only official Offering Documents of the Fund's shares (the "Offering Documents"). No party is authorised to provide information or make assurances that are not contained in the Offering Documents.

#### Access to documents in country of registrations:

The PRIIPS/KIDs are available in one of the official languages of your country and a Prospectus is available in English, French, German and Italian. The PRIIPS/KIDs and the Prospectus together with the Articles of Incorporation and the last annual and semi-annual financial report are available on [www.loim.com](http://www.loim.com) or can be requested free of charge at the registered office of the Fund or of the Management Company, from the distributors of the Fund or from the local representatives as mentioned below. These Offering Documents are provided for information and illustration and is not a contractually binding document or an information required by any legislative provisions and is not sufficient to take an investment decision.

Please refer to the prospectus and the PRIIPS/KIDs before making any final investment decisions. Before making an investment in the Fund, an investor should read the entire Offering Documents, and in particular the risk factors pertaining to an investment in the Fund, consider carefully the suitability of such investment to his/her particular circumstances and, where necessary, obtain independent professional advice in respect of **risks**, as well as any **legal, regulatory, credit, tax, and accounting consequences**.

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This Fund is classified as Article 8 under the Regulation (EU) 2019/2088 of the European Parliament and of the Council of 27 November 2019 on Sustainability-Related Disclosures in the Financial Services Sector ("SFDR"). A Summary of the sustainable website product disclosure is available in English in the "Sustainability-related Disclosure" section of the website fund page on "[www.loim.com](http://www.loim.com)". Methodological limits: Assessment of sustainability risks is complex and may be based on ESG data which is difficult to obtain and incomplete, estimated, out of date or otherwise materially inaccurate. Even when identified, there can be no guarantee that these data will be correctly assessed.

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