

## STRATEGY & OBJECTIVE

The Best Ideas Portfolio is a diversified portfolio (not a fund) of global equities, which we believe to be well positioned to outperform the wider equity market over the longer term. The portfolio has a bias towards developed market, large capitalisation stocks.

## PORTFOLIO PERFORMANCE (GBP)<sup>1,2</sup>

	Annualised						
Return (%)	S. Inception	5 Years	3 Years	1 Year	3 Months	1 Month	YTD
<b>Best Ideas Portfolio</b>	12.4	12.1	15.9	27.3	5.9	-1.6	27.3
<b>MSCI World</b>	11.8	12.5	9.1	21.0	6.9	-1.0	21.0
<b>Relative</b>	0.6	-0.3	6.7	6.4	-1.0	-0.6	6.4

Risk (%)	Largest Drawdown	Volatility (Annualised)
<b>Best Ideas Portfolio</b>	30.4	14.8
<b>MSCI World</b>	26.2	15.1

## MARKET COMMENTARY

December was a poor month for global equity markets, with most major indices finishing the month down. The S&P 500 and FTSE 100 fell by 2.4% and 1.3%, respectively, measured in their local currencies. Mixed economic signals aided this drop, coupled with uncertainty over US trade policies affecting markets abroad. The NASDAQ and Euro STOXX 50 saw positive returns of 0.6% and 1.9%, respectively, also measured in their local currencies. In fixed income markets, US and UK 10-year bond yields rose by 40 and 33 basis points, respectively, partly due to the Federal Reserve Bank and Bank of England stances on maintaining higher interest rates to combat persistent inflation figures. Brent Crude oil prices rose 4.8% driven by supply constraints due to severe weather events and a delay in the unwinding of voluntary production cuts. Currency markets saw the pound depreciate by 1.7% against the US dollar, which had another strong month due to anticipation of the Trump administration. Against the euro, the pound appreciated 0.4%.

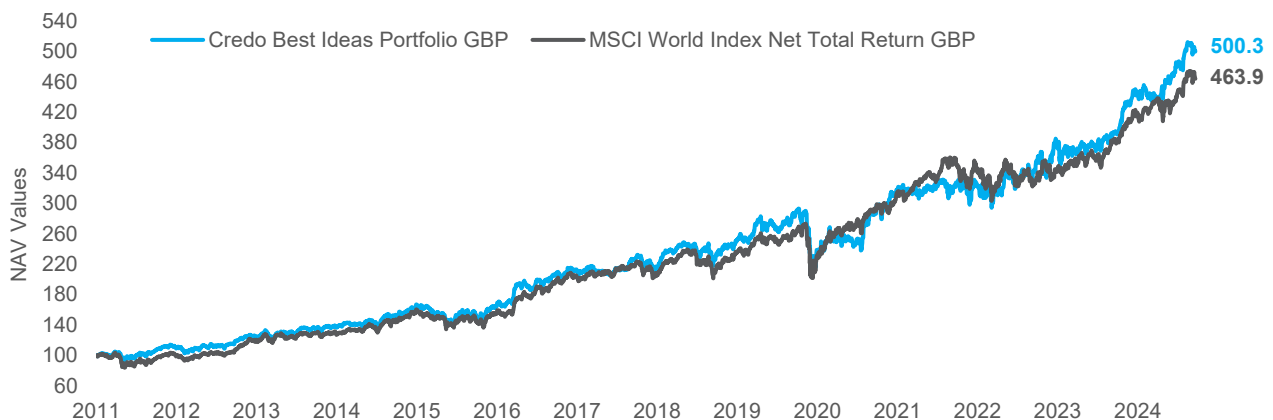
### Key Contributors to Return

Alphabet shares increased by 14.0% after unveiling a new AI model, Gemini 2.0, which is intended to help build AI agents that are envisioned to act like universal personal assistants. Meta Platforms Inc's shares increased by 3.7% after a US appeals court declined to block a ban of TikTok in the US, which is believed to indirectly benefit Meta competing social media offering.

### Key Detractors from Return

Alphabet shares increased by 14.0% after unveiling a new AI model, Gemini 2.0, which is intended to help build AI agents that are envisioned to act like universal personal assistants. Meta Platforms Inc's shares increased by 3.7% after a US appeals court declined to block a ban of TikTok in the US, which is believed to indirectly benefit Meta competing social media offering.

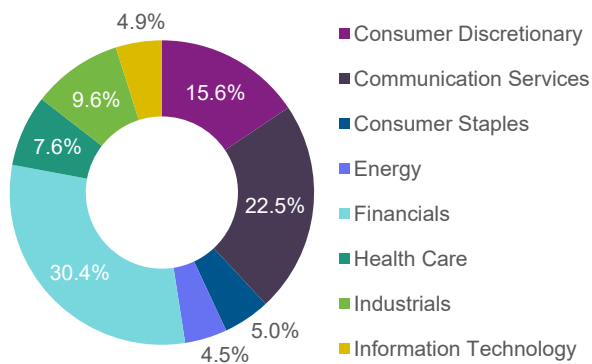
## PERFORMANCE SINCE INCEPTION<sup>2</sup>



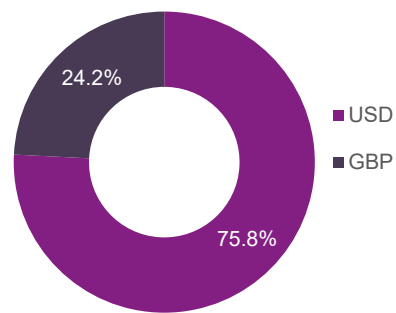
**SAMPLE PORTFOLIO STATISTICS<sup>2</sup>**

	Current Price	Trailing 12 Month P/E	12 Month Forward P/E	Dividend Yield
<b>British American Tobacco plc</b>	2880p	6.4x	8.0x	8.2%
<b>Chubb Ltd</b>	\$276.3	11.3x	12.2x	1.3%
<b>Meta Platforms Inc-Class A</b>	\$585.5	26.5x	23.0x	0.3%
<b>Total Portfolio Average</b>		<b>30.5x</b>	<b>15.0x</b>	<b>1.6%</b>
<b>MSCI World</b>		<b>22.0x</b>	<b>21.4x</b>	<b>1.7%</b>

**SECTOR ALLOCATION (%)**



**CURRENCY ALLOCATION (%)**



**INVESTMENT PHILOSOPHY**

CreDO's investment philosophy is based on the following tenets:

- We believe that wealth is best created and preserved through patient and disciplined investing, with a focus on the long term
- We follow a value-based approach to investing
- We seek to invest in high quality companies that are attractively priced relative to their future business prospects
- We believe that the market's short-term focus creates opportunities for those willing to concentrate on underlying business performance
- We view risk as permanent losses of capital and not in terms of short-term volatility

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(1) Performance figures are based on a notional portfolio, denominated in pound sterling, designed to track the holdings of the CreDO Best Ideas Portfolio. Portfolio incorporates all additions and removals, rebalancing all holding to a 5% weighting in the process. Portfolio may not be fully invested at a point in time and therefore can hold a portion of assets in cash, which is assumed to be held in the relevant reporting currency of the portfolio. Portfolio performance is calculated before any fees and includes reinvested dividends net of withholding tax. Inception date: 13/04/2011.

(2) Source: Bloomberg pricing as of 31/12/2024 close. All portfolio performance is calculated using Bloomberg PORT.

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## PORTFOLIO PERFORMANCE (USD)<sup>1,2</sup>

Return (%)	Annualised						
	S. Inception	5 Years	3 Years	1 Year	3 Months	1 Month	YTD
<b>Best Ideas Portfolio</b>	10.5	10.8	12.8	24.9	-1.1	-3.2	24.9
<b>MSCI World</b>	9.7	11.2	6.3	18.7	-0.2	-2.6	18.7
<b>Relative</b>	0.8	-0.4	6.5	6.2	-0.9	-0.6	6.2

Risk (%)	Largest Drawdown	Volatility (Annualised)
<b>Best Ideas Portfolio</b>	37.1	15.3
<b>MSCI World</b>	34.0	15.1

## MARKET COMMENTARY

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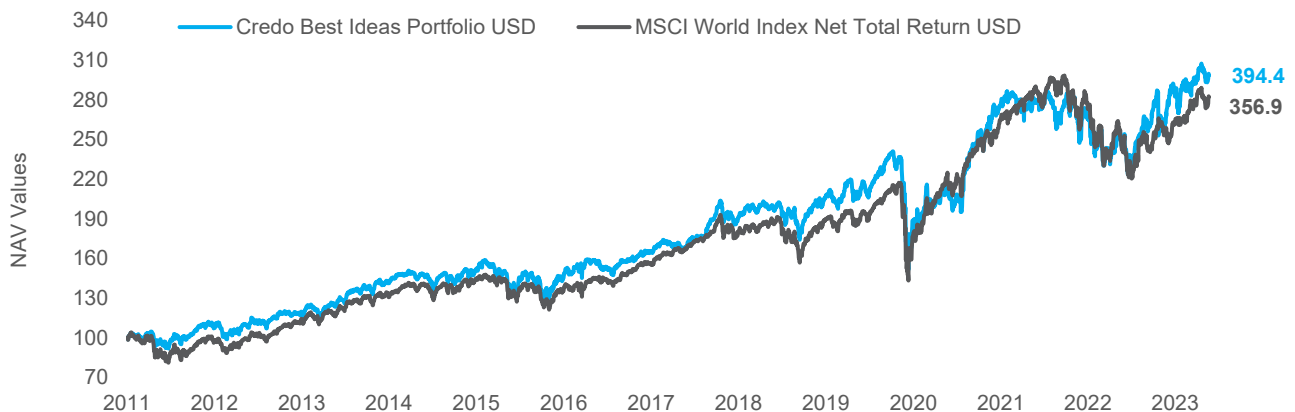
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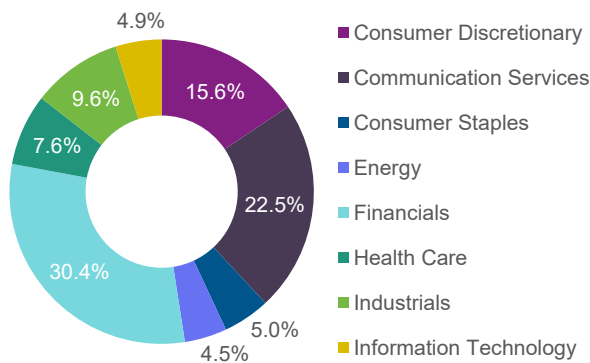
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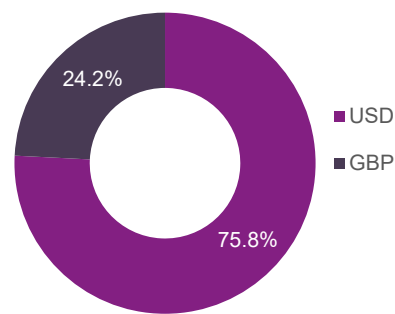
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Meta Platforms Inc-Class A	\$585.5	26.5x	23.0x	0.3%
<b>Total Portfolio Average</b>		<b>30.5x</b>	<b>15.0x</b>	<b>1.6%</b>
<b>MSCI World</b>		<b>22.0x</b>	<b>21.4x</b>	<b>1.7%</b>

**SECTOR ALLOCATION (%)**



**CURRENCY ALLOCATION (%)**



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