

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)^{1,2}

Return (%)	YTD	1 Month	3 Month	1 Year	Annualised		
					3 Years	5 Years	S. Inception
Best Ideas Portfolio	1.3	-2.1	-0.3	8.0	13.9	13.6	12.3
MSCI World	6.0	1.0	3.1	16.5	15.8	15.5	12.1
Relative	-4.7	-3.1	-3.4	-8.5	-1.9	-1.9	0.2

Risk (%)	Largest Drawdown	Volatility (Annualised)
Best Ideas Portfolio	17.3	12.1
MSCI World	19.0	12.8

Market Commentary

A collapse of the Republican's healthcare bill in the Senate and a significant weakening of the US Dollar didn't stop the DJIA ending the month up 2.7%. Returns in Europe were more mixed. Despite signs of continued divergence in stance during Brexit negotiations, the FTSE 100 finished 0.9% higher. On the continent, the Euro STOXX 50 rose 0.3% as the ECB reaffirmed its commitment to current stimulus. After sharp moves in June, major government bond yields were relatively stable, with 10-year rates staying around 1.23% and 0.54% in UK and Germany respectively. US 10-year Treasury yields ended the month roughly where they started at 2.29%.

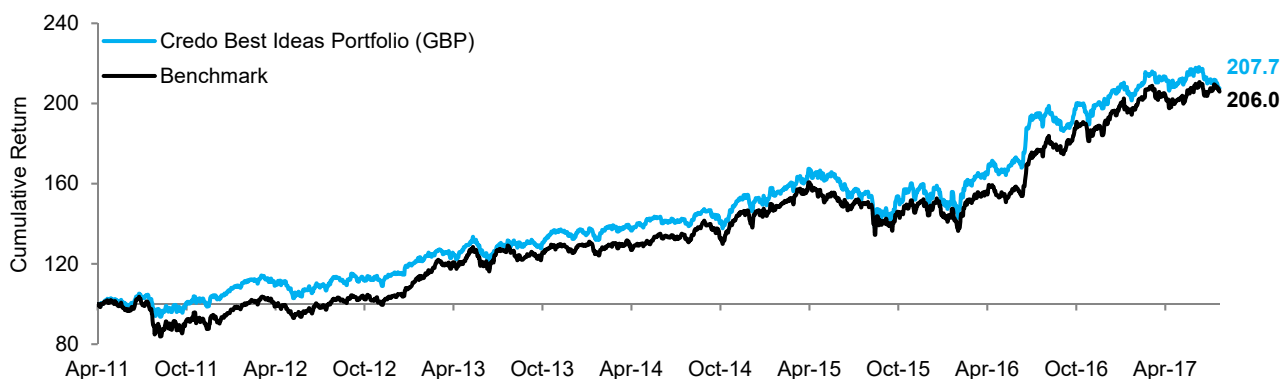
Key Contributors to Return

ServiceMaster's shares increased by 12.2% following the announcement of the hiring of a new CEO and the spin-off of the AHS business. Microsoft's shares increased by 5.5% after Microsoft confirmed reports of an internal sales reorganisation to allow increased focus on its cloud platform.

Key Detractors from Return

Imperial Brand's shares declined by 9.5% after the American Food and Drug Administration announced a new regulatory plan which included lowering the nicotine level in cigarettes. HCA's shares declined by 7.9% following slightly weak second quarter results which were marginally below consensus expectations.

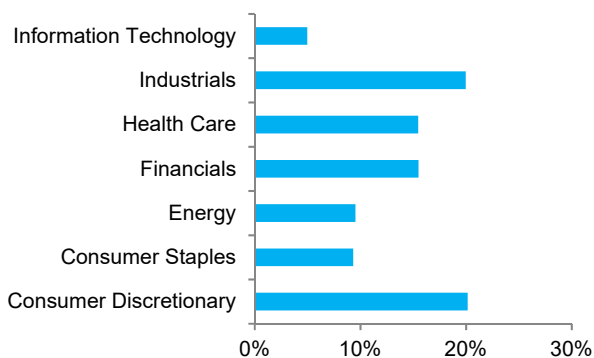
Performance Since Inception (14/04/2011)²



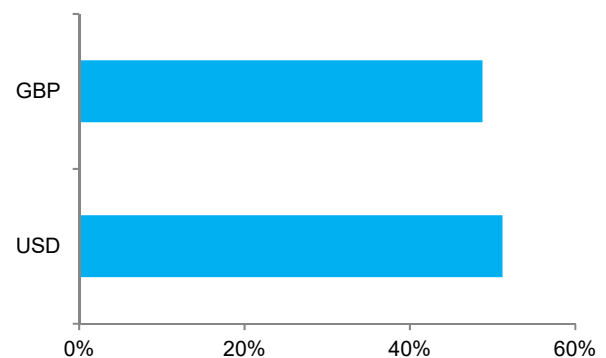
Sample Portfolio Statistics²

	Current Price	Trailing 12 Month P/E	12 Month Forward P/E	Dividend Yield
Babcock Intl Group plc	845p	13.8x	9.9x	3.3%
BP plc	446p	30.3x	17.4x	7.0%
Prudential plc	1848p	14.2x	12.6x	2.4%
Total Portfolio Average		16.5x	14.3x	2.7%
MSCI World		21.0x	16.6x	2.5%

Sector Allocation



Currency Allocation



Investment Philosophy

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

- We believe wealth is created and preserved by following a patient and disciplined investment strategy that is focused on the long-term.
- We follow a value-based approach to investing.
- We strive to identify matters of strategic importance and focus on methodologies that have proven to be robust through a variety of market cycles, rather than fixating on short-term news-flow and forecasts.
- We aim to minimise turnover in our portfolios and apply our minds when considering transaction size in an attempt to limit transaction costs.
- 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 holdings 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 and Benchmark performance is calculated before any fees and includes reinvested dividends net of withholding tax.

(2) Source: Bloomberg pricing as of 31/07/2017 close. All portfolio performance is calculated using Bloomberg PORT, rounded to 1 decimal place.

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Portfolio Performance (USD)^{1,2}

Return (%)	YTD	1 Month	3 Month	1 Year	Annualised		
					3 Years	5 Years	S. Inception
Best Ideas Portfolio	8.1	-0.7	1.5	8.0	5.2	9.8	8.9
MSCI World	13.3	2.4	5.0	16.1	6.6	11.6	8.5
Relative	-5.2	-3.1	-3.5	-8.1	-1.4	-1.8	0.4

Risk (%)	Largest Drawdown	Volatility (Annualised)
Best Ideas Portfolio	19.3	12.8
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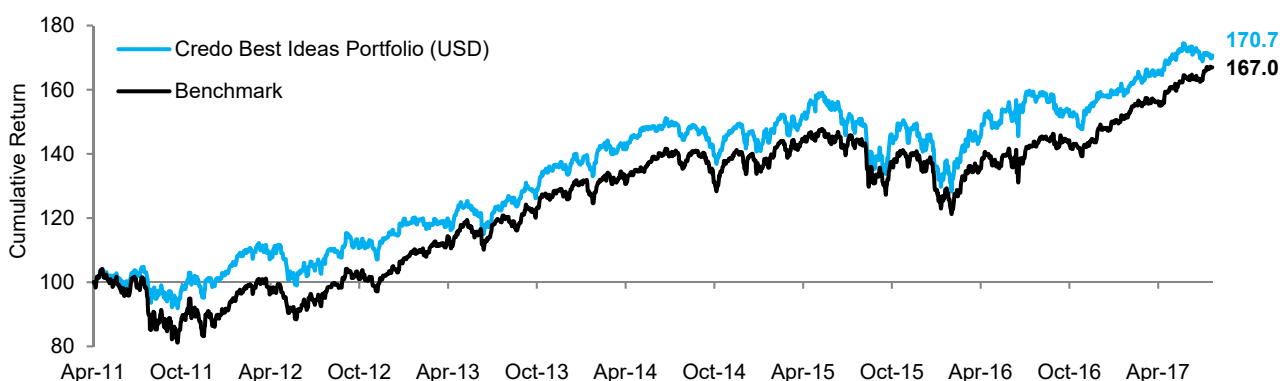
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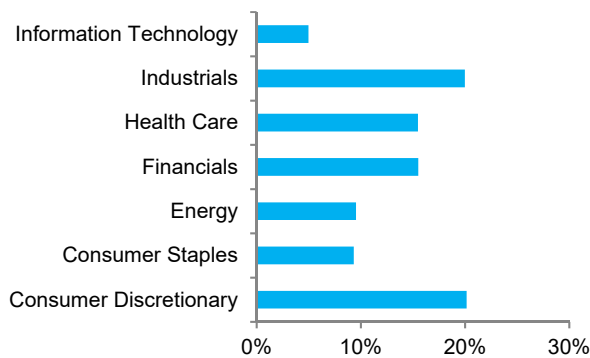
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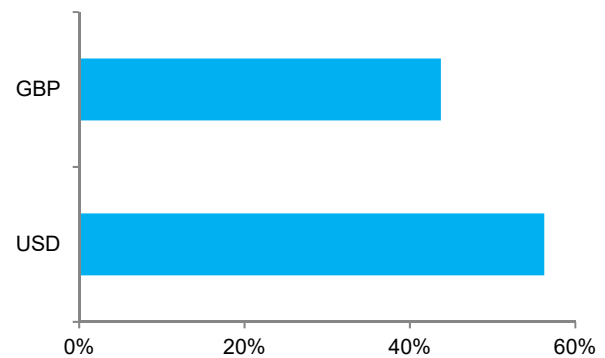
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