

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 (%)	Annualised				1 Year	3 Month	1 Month	YTD
	S. Inception	5 Years	3 Years					
Best Ideas Portfolio	12.6	12.6	11.8		14.2	2.7	4.7	22.2
MSCI World	11.5	11.9	11.1		13.0	1.3	2.8	22.2
Relative	1.1	0.7	0.7		1.2	1.4	1.9	0.0

Risk (%)	Largest Drawdown	Volatility (Annualised)
Best Ideas Portfolio	17.3	12.2
MSCI World	19.0	12.9

Market Commentary

Developed market equities continued to rally in November with the S&P 500 and NASDAQ hitting all-time highs. The FTSE 100, S&P 500 and NASDAQ were up 1.8%, 3.6% and 4.7% respectively. Markets were supported by the potential for progress on the “Phase One” trade deal between the US and China. In the UK, the focus has now turned to the upcoming general election on the 12th of December, with the latest polls suggesting Boris Johnson’s Conservatives should succeed with a majority. Sterling was down 0.1% against the US dollar but was up 1.1% against the euro. The yield on UK 10-year bonds increased by 0.07% and the US 10-year yield increased 0.08%.

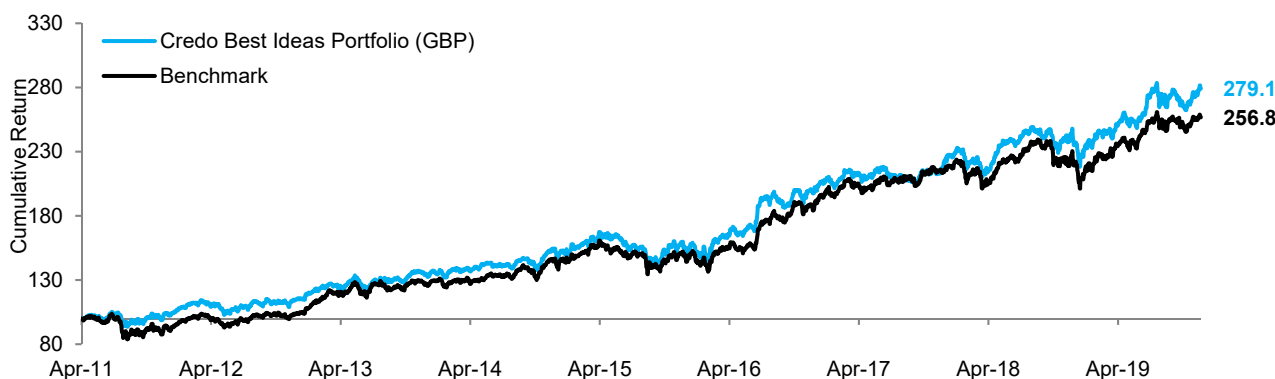
Key Contributors to Return

Walt Disney’s shares increased by 16.7% after the company launched its streaming service, amassing ten million subscribers on its first day. Adtalem Global Education’s shares increased by 13.3%, regaining some of the losses of the previous month.

Key Detractors from Return

Frontdoor’s shares declined 6.2% after the company missed consensus expectations for revenue and lowered its full-year outlook. Chubb’s shares declined 0.6% along with other Property & Casualty insurers as fundamental headwinds are expected to put pressure on margins into 2020.

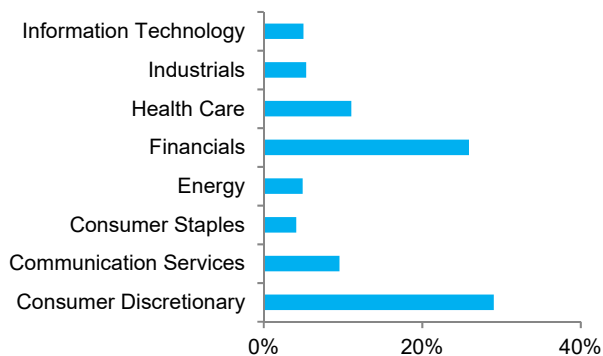
Performance Since Inception (14/04/2011)²



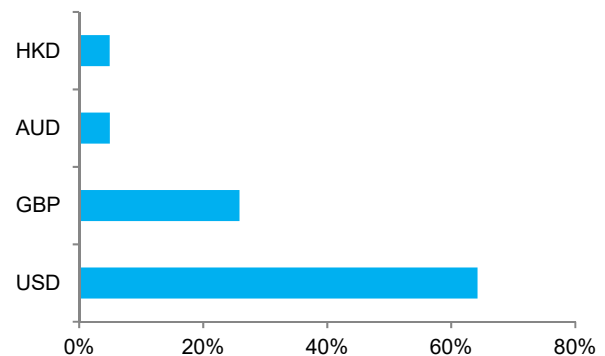
Sample Portfolio Statistics²

	Current Price	Trailing 12 Month P/E	12 Month Forward P/E	Dividend Yield
Adtalem Global Education Inc	\$33.7	12.2x	12.6x	0.0%
BP plc	480p	11.2x	11.4x	6.7%
HCA Healthcare Inc	\$138.7	14.0x	12.0x	1.2%
Total Portfolio Average		19.9x	15.5x	2.4%
MSCI World		20.0x	16.6x	2.4%

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 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 30/11/2019 close. All portfolio performance is calculated using Bloomberg PORT, rounded to 1 decimal place.

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Portfolio Performance (USD)^{1,2}

Return (%)	Annualised						
	S. Inception	5 Years	3 Years	1 Year	3 Month	1 Month	YTD
Best Ideas Portfolio	10.0	8.9	13.6	16.3	8.9	4.7	24.5
MSCI World	8.6	7.7	12.4	14.5	7.6	2.8	24.0
Relative	1.4	1.2	1.2	1.8	1.3	1.9	0.5

Risk (%)	Largest Drawdown	Volatility (Annualised)
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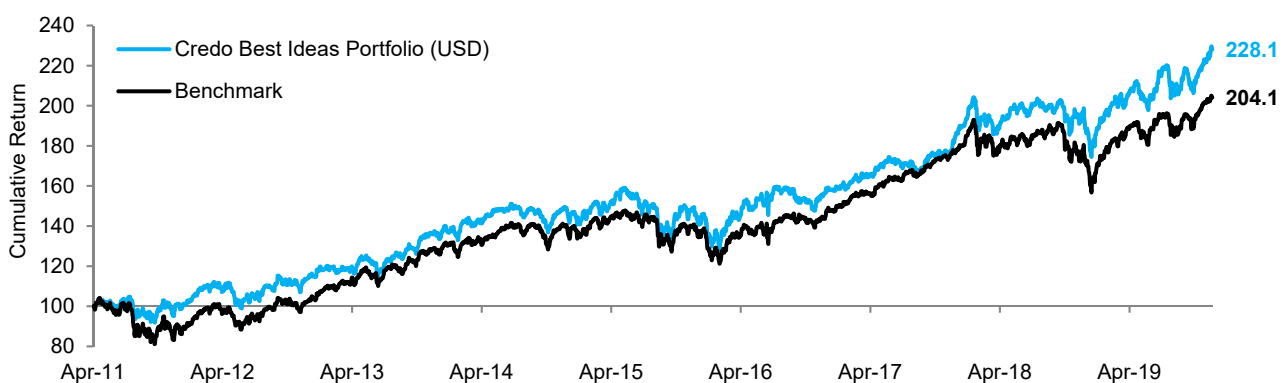
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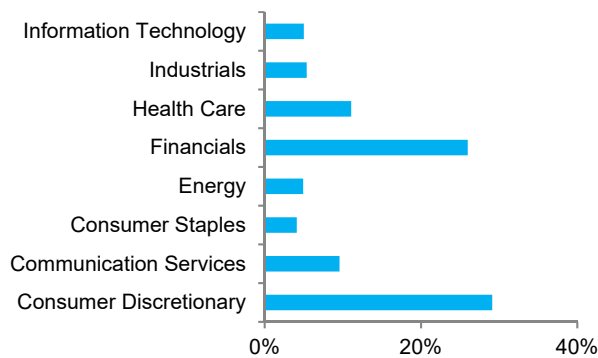
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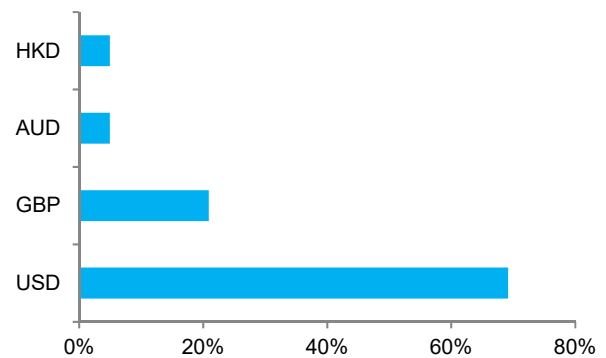
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