

Madison Investment Managers

Equity Fund

Factsheet August 2019

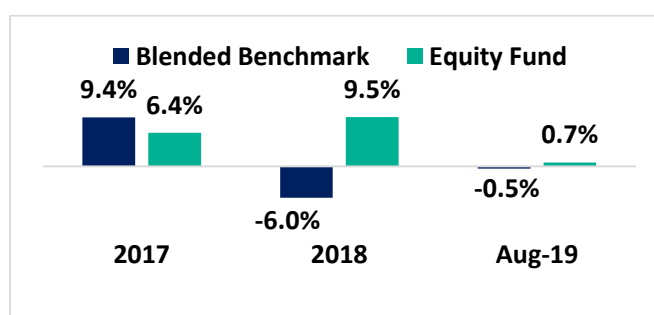
Fund Overview

The objective of the Madison Equity Fund is to achieve long-term capital growth through investing in a diversified portfolio of various asset classes in the local and international market. Nonetheless, the fund may adopt a tactical strategy from time to time and is expected to give the overall portfolio stability and regular income stream.

Key Fund Facts

Launch Date	January 2011
Structure	Open ended, Unit Trust Fund
Domicile	Kenya
Risk Profile	Moderate to Aggressive
Investment Horizon	Above 5 years
Management Fees	Exempt
Benchmark Return	Blended Benchmark; FTSE Bond Index, NSE 25 and Average 91 Day T Bill rate
Current Fund Size	KES 9.7 million
Minimum Investment	KES 5,000.00
Minimum Top up	KES 1,000.00
Custodian	Equity Bank
Trustees	Kenya Commercial Bank
Auditors	PKF Kenya
Regulator	Capital Markets Authority
Distribution	Bi Annually
Statements	Monthly

Fund Performance



Fund Manager

Madison Investment Managers was incorporated in 2001; the company has been actively involved in Investment Management, providing quality fund management and investment advisory to corporate entities and Individuals.

Investment Approach

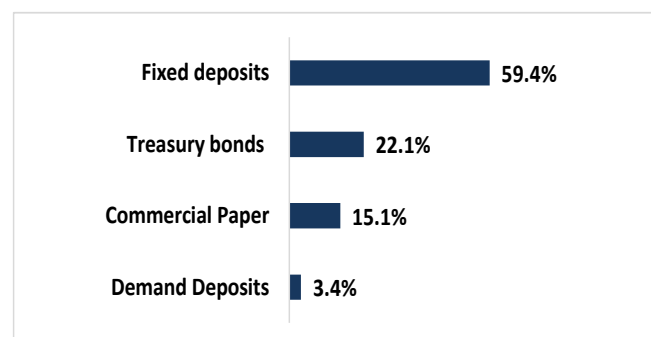
The fund employs a top-down investment approach that starts with establishment of strategic asset class allocation based on the investment outlook, which is updated quarterly or earlier.

Security selection is done after a thorough due diligence of each of the companies in the investable universe. The in-depth analysis begins with a review of the industry, the company's past performance and management meetings to understand the company strategy and expected future performance.

The investment team then employs intrinsic and relative valuation of the company and also assessing risk from a company, industry and market perspective which entails some level of technical analysis.

Active Management through regular rebalancing ensures that the fund is well positioned to achieve stable returns.

Asset Allocation



The divergence from the strategic asset allocation for the month is tactical

Statutory Disclosure and General Terms and Conditions:

Performance data represents past performance, which is not a reliable guide to future performance. Current fund performance may differ from the figures shown. The performance is quoted gross of fees and is annualized. A schedule of fees and charges and maximum commissions is available on request from the fund manager. The value of a unit trust is volatile which means it may go down as well as up. The Fund is valued on a daily basis and the bid – ask unit prices are available in the national papers. Unit trusts are generally medium to long term investments. We advise that a potential investor is expected to consult a financial advisor before making an investment. Units are traded at the ruling prices. Unit trust values are calculated on a net asset value basis, which is the total of all assets in the portfolio including any income accrual and less any permissible deductions from the portfolio. The prices, which will apply to an instruction received on Saturday/Sunday or public holiday will be that of the following Monday/trading day. Please note that income distributions to unit holders are subject to withholding taxes. The funds are held at a custodian account and the funds activities are overseen by a custodian

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