

**Factsheet January 2019**

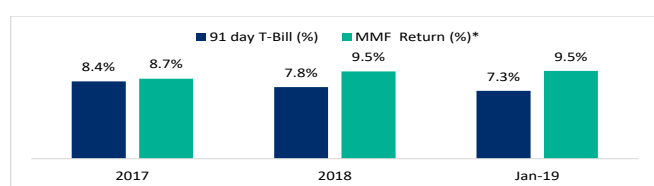
**Fund Overview**

The investment objective of Madison Asset Money Market Fund will be to achieve capital preservation. The fund will invest in short term money instruments in the local and international market. The fund average maturity of assets will be less than one year. The Fund will receive regular and significant amount of income inflows which will be distributed to the unit holders. Owing to the short term nature of investments, the Fund will not be expected to attain any form of capital appreciation.

**Key Fund Facts**

<b>Launch Date</b>	January 2011
<b>Structure</b>	Open ended, Unit Trust Fund
<b>Domicile</b>	Kenya
<b>Risk Profile</b>	Conservative to Moderate
<b>Investment Horizon</b>	Less than one year
<b>Management Fees</b>	2%
<b>Benchmark Return</b>	Average 91 Day T Bill
<b>Current Fund Size</b>	KES 1.3 Billion
<b>Minimum Investment</b>	KES 5,000
<b>Minimum Top up</b>	KES 1,000
<b>Custodian</b>	Equity Bank
<b>Trustees</b>	Kenya Commercial Bank
<b>Auditors</b>	PKF Kenya
<b>Regulator</b>	Capital Markets Authority
<b>Distribution</b>	Monthly

**Fund Performance**



\*MMF return is net of fees gross of withholding tax

**Fund Manager**

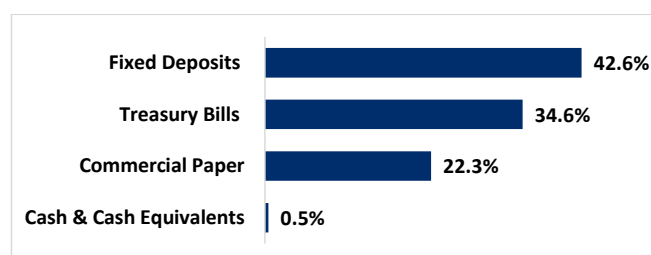
Madison Asset Management was incorporated in 2001; the company has been actively involved in Investment Management, providing quality fund management and investment advisory to corporate entities and Individuals.

**Investment Approach**

The money market fund is actively managed and guided by three investment considerations which include;

- (i) **A Conservative to Moderate Investment Approach** where the fund manager only takes up conservative to moderate risk that is appropriately priced and compensated with the return obtained while keeping in tandem with capital preservation and liquidity management. Pursuit of excess yields is secondary. The funds are monitored to ensure strict adherence to the quality and diversification and maturity requirements
- ii) **Liquidity Management** in order to provide better liquidity management, the investments in the funds generally reflect a strategy that maintains lower weighted average maturities.
- (iii) **Broad Risk Management** where the investment team uses a number of proprietary measures to monitor credit risk of individual investments and to manage overall credit exposure.

**Asset Allocation**



**Statutory Disclosure and General Terms and Conditions**

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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 yield is 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.

**Contact us:**

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