

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	2.8	0.5	-0.6	10.8	13.4	13.6	12.2
MSCI World	6.9	-1.6	1.8	14.4	14.8	15.2	12.0
Relative	-4.1	2.1	-2.4	-3.6	-1.4	-1.6	0.2

Risk (%)	Largest Drawdown	Volatility (Annualised)
Best Ideas Portfolio	17.3	12.1
MSCI World	19.0	12.7

Market Commentary

September was a generally positive month for global equity markets. In the US, the Fed remained committed to start unwinding its balance sheet and President Trump debuted at the UN general assembly, threatening to “totally destroy” North Korea. Despite this, the DJIA rose 2.2% during the period. In continental Europe, the Euro STOXX 50 rose 5.2% as the Euro weakened amid an indecisive German election that saw right-wing party Alternative for Germany (AfD) gain representation in the Bundestag. In the UK, members of the BoE’s Monetary Policy Committee have increased expectations of a potential rate rise in coming months. Sterling rose to its highest post-Brexit level, before retreating to finish the month at 1.34 against the US dollar, whilst the FTSE 100 fell -0.7%. In fixed income, bond yields rose across major markets with 10 year rates in the US, UK, and Germany rising to 2.33%, 1.37%, and 0.46% respectively.

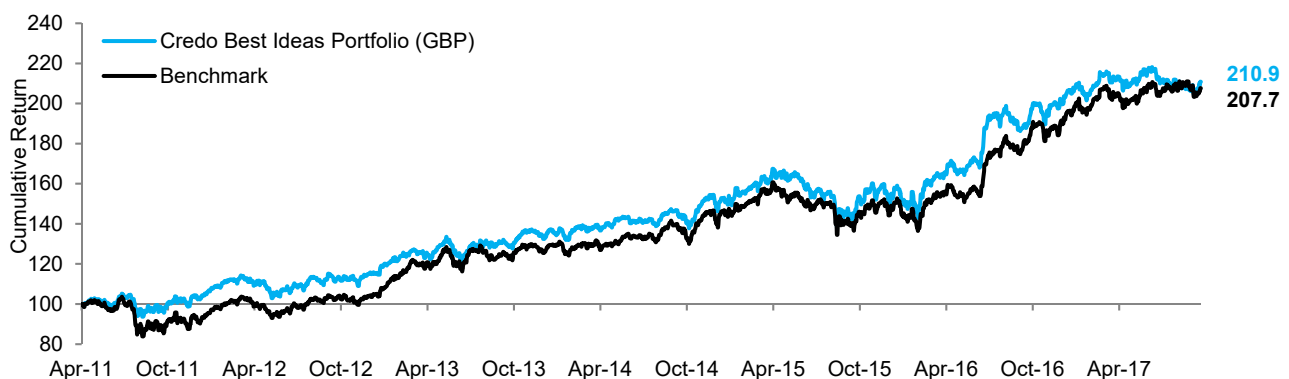
Key Contributors to Return

AutoZone’s shares increased by 12.6% overcoming temporary weakness associated with 4th quarter results. Union Pacific’s shares increased by 10.1%, benefitting from news that the impact from Hurricane Harvey was less than potentially feared.

Key Detractors from Return

United Technologies’ shares declined by -3.0%, reacting negatively to the announcement of the acquisition of Rockwell Collins. Prudential’s shares declined by -1.6%; negative developments include news that the FCA are still investigating the company over fees.

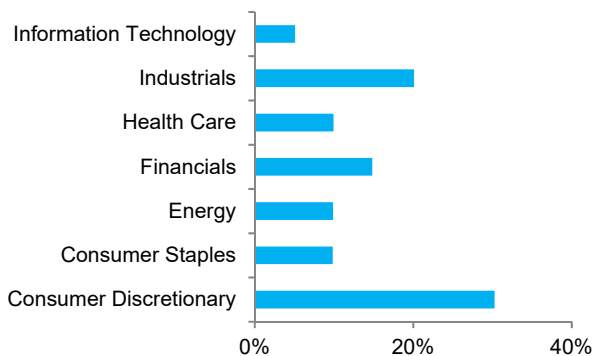
Performance Since Inception (14/04/2011)²



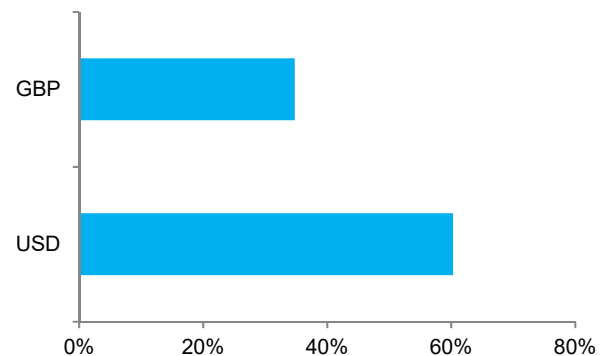
Sample Portfolio Statistics²

	Current Price	Trailing 12 Month P/E	12 Month Forward P/E	Dividend Yield
Babcock Intl Group plc	828p	13.5x	9.7x	3.4%
BP plc	477p	32.9x	18.3x	6.4%
Nielsen Holdings plc	\$41.5	26.2x	14.9x	3.3%
Total Portfolio Average		15.8x	14.3x	2.9%
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.

Important Notice

This document has been created for information purposes only and has been compiled from sources believed to be reliable. None of Credo, its directors, officers or employees accepts liability for any loss arising from the use hereof or reliance hereon or for any act or omission by any such person, or makes any representations as to its accuracy and completeness. This document does not constitute an offer or solicitation to invest, it is not advice or a personal recommendation nor does it take into account the particular investment objectives, financial situation or needs of individual clients and if you are interested in any of the information contained herein, it is recommended that you seek advice concerning suitability from your investment advisor. Investors are warned that past performance is not necessarily a guide to future performance, income is not guaranteed, share prices may go up or down and you may not get back the original capital invested. The value of your investment may also rise or fall due to changes in tax rates and rates of exchange if different to the currency in which you measure your wealth. Credo Capital plc is authorised and regulated by the Financial Conduct Authority and is an Authorised Financial Services Provider; FSP No: 9757.

(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 30/09/2017 close. All portfolio performance is calculated using Bloomberg PORT, rounded to 1 decimal place.

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 (USD)^{1,2}

Return (%)	YTD	1 Month	3 Month	1 Year	Annualised		
					3 Years	5 Years	S. Inception
Best Ideas Portfolio	11.5	4.4	2.4	14.7	6.7	9.7	9.1
MSCI World	16.0	2.2	4.8	18.2	7.7	11.0	8.6
Relative	-4.5	2.2	-2.4	-3.5	-1.0	-1.3	0.5

Risk (%)	Largest Drawdown	Volatility (Annualised)
Best Ideas Portfolio	19.3	12.7
MSCI World	22.0	13.0

Market Commentary

September was a generally positive month for global equity markets. In the US, the Fed remained committed to start unwinding its balance sheet and President Trump debuted at the UN general assembly, threatening to “totally destroy” North Korea. Despite this, the DJIA rose 2.2% during the period. In continental Europe, the Euro STOXX 50 rose 5.2% as the Euro weakened amid an indecisive German election that saw right-wing party Alternative for Germany (AfD) gain representation in the Bundestag. In the UK, members of the BoE’s Monetary Policy Committee have increased expectations of a potential rate rise in coming months. Sterling rose to its highest post-Brexit level, before retreating to finish the month at 1.34 against the US dollar, whilst the FTSE 100 fell -0.7%. In fixed income, bond yields rose across major markets with 10 year rates in the US, UK, and Germany rising to 2.33%, 1.37%, and 0.46% respectively.

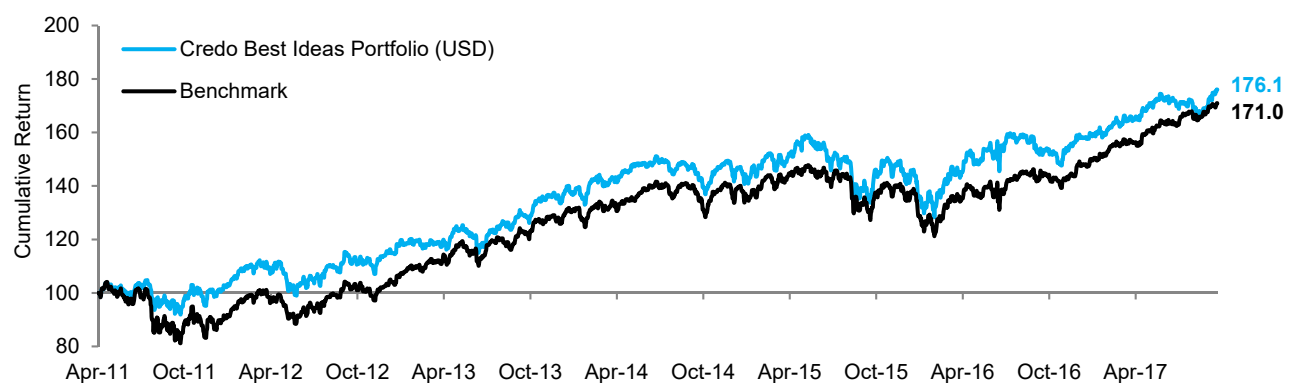
Key Contributors to Return

AutoZone’s shares increased by 12.6% overcoming temporary weakness associated with 4th quarter results. Union Pacific’s shares increased by 10.1%, benefitting from news that the impact from Hurricane Harvey was less than potentially feared.

Key Detractors from Return

United Technologies’ shares declined by -3.0%, reacting negatively to the announcement of the acquisition of Rockwell Collins. Prudential’s shares declined by -1.6%; negative developments include news that the FCA are still investigating the company over fees.

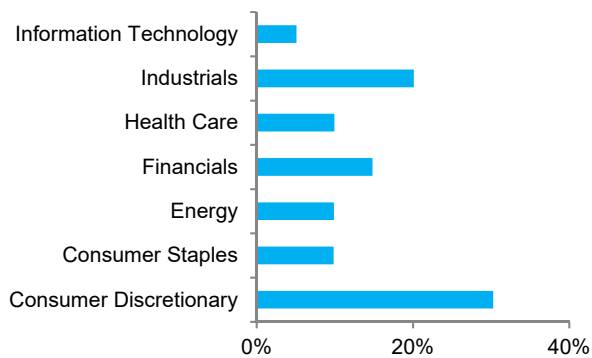
Performance Since Inception (14/04/2011)²



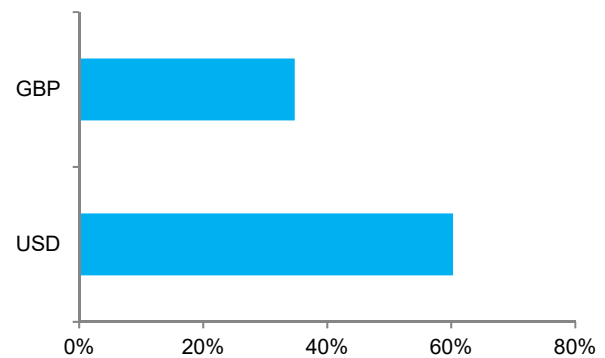
Sample Portfolio Statistics²

	Current Price	Trailing 12 Month P/E	12 Month Forward P/E	Dividend Yield
Babcock Intl Group plc	828p	13.5x	9.7x	3.4%
BP plc	477p	32.9x	18.3x	6.4%
Nielsen Holdings plc	\$41.5	26.2x	14.9x	3.3%
Total Portfolio Average		15.8x	14.3x	2.9%
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.

Important Notice

This document has been created for information purposes only and has been compiled from sources believed to be reliable. None of Credo, its directors, officers or employees accepts liability for any loss arising from the use hereof or reliance hereon or for any act or omission by any such person, or makes any representations as to its accuracy and completeness. This document does not constitute an offer or solicitation to invest, it is not advice or a personal recommendation nor does it take into account the particular investment objectives, financial situation or needs of individual clients and if you are interested in any of the information contained herein, it is recommended that you seek advice concerning suitability from your investment advisor. Investors are warned that past performance is not necessarily a guide to future performance, income is not guaranteed, share prices may go up or down and you may not get back the original capital invested. The value of your investment may also rise or fall due to changes in tax rates and rates of exchange if different to the currency in which you measure your wealth. Credo Capital plc is authorised and regulated by the Financial Conduct Authority and is an Authorised Financial Services Provider; FSP No: 9757.

(1) Performance figures are based on a notional portfolio, denominated in US dollar, 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 and Benchmark performance is calculated before any fees and includes reinvested dividends net of withholding tax.

(2) Source: Bloomberg pricing as of 30/09/2017 close. All portfolio performance is calculated using Bloomberg PORT, rounded to 1 decimal