

## Fund Summary

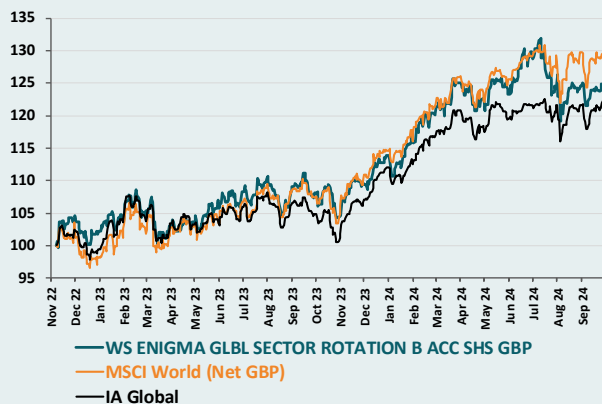
- Aim is to provide capital growth over the long term by investing in Global Equities
- Opportunity arises from differences in performance of Global Sectors which are often driven by different factors
- Sector Rotation strategy can capture changes in sector leadership
- Avoids style bias – portfolio style changes as sector selection changes in different market conditions
- Provides Active sector selection with Passive implementation using low-cost liquid sector ETFs
- Provides sector focus with significant diversification and minimal stock specific risk

## Investment Approach

The two most important drivers for investment decisions are fundamental value and market trends. Fundamental value determines the potential over the medium/long term but can be a poor indicator of price movements in the short term. Market trends (including momentum and overbought signals) can be a good leading indicator of future price movements but can be dangerous if fundamental value is ignored. Neither analytic should be used in isolation but it is logical to select investments based objectively according to a combination of fundamental value and market trends which are independent of opinion, forecasts and emotion.

## Performance

	September	YTD	1 Year	* Since Launch
<b>Fund</b>	<b>-0.4%</b>	<b>9.0%</b>	<b>14.8%</b>	<b>24.1%</b>
MSCI World (Net GBP)	-0.2%	13.0%	20.5%	29.4%
IA Global	0.1%	8.8%	16.2%	21.9%
IA Global Quartile	3	3	3	2



Performance shown is the total return (net of fees & costs) for the Accumulation B share class. Inception date was 7 November 2022. The Fund is not managed against any benchmark. The MSCI World Index and Investment Association Global Sector are shown as comparator benchmarks as per FCA PS 19-04. Past performance is not a reliable indicator of future performance. Source: Ekins Guinness LLP, MSCI, FE fundinfo.

## Portfolio Holdings

<b>Global Sector ETFs</b>	<b>99.2%</b>
db x-trackers MSCI World Consumer Discretionary Index UCITS ETF	18.7%
db x-trackers MSCI World Information Technology Index UCITS ETF	18.5%
db x-trackers MSCI World Financials Index UCITS ETF	17.2%
db x-trackers MSCI World Industrials Index UCITS ETF	15.0%
db x-trackers MSCI World Communication Services Index UCITS ETF	9.8%
SPDR MSCI World Technology UCITS ETF	7.9%
db x-trackers MSCI World Utilities Index UCITS ETF	6.0%
SPDR MSCI World Consumer Discretionary UCITS ETF	5.1%
SPDR MSCI World Health Care UCITS ETF	1.0%
<b>CASH</b>	<b>0.8%</b>
<b>TOTAL</b>	<b>100.0%</b>

Portfolio allocations as at 30 September 2024

## Equity Analysis

BY SECTOR	Equity Allocation	Market Cap. weight	Relative
Energy	0.0%	4.7%	
Basic Materials	0.0%	4.3%	
Industrials	15.0%	10.7%	
Cons. Staples	0.0%	6.3%	
Healthcare	1.0%	11.0%	
Cons. Discretionary	23.7%	10.8%	
Comm. Services	9.7%	7.8%	
Utilities	6.0%	2.4%	
Financials	17.2%	16.2%	
Real Estate	0.0%	2.1%	
Technology	26.4%	23.8%	
Cash	1.0%	0.0%	
	<b>100.0%</b>	<b>100.0%</b>	

BY REGION	Equity Allocation	Market Cap. weight
USA	65.8%	63.7%
Canada	3.1%	2.8%
UK	3.1%	3.5%
Europe ex UK	12.4%	11.9%
Japan	8.6%	5.4%
Dev. Asia ex Japan	1.1%	3.8%
Australasia	1.5%	1.7%
Emerging Mkts	3.5%	7.2%
Cash	0.9%	0.0%
	<b>100.0%</b>	<b>100.0%</b>

## Investment Commentary

The Fund fell 0.4% in September 2024, which is broadly in line with the MSCI World Index which fell 0.2%, and which gives a return of 9.0% year-to-date. Since launch on 7<sup>th</sup> November 2022 the Fund has returned 24.1% (net of fees and costs), which is behind the MSCI World Index (29.4%) but ahead of the Investment Association Global sector (21.9%). Since inception the Fund is in the second quartile of the Investment Association Global sector.

There has been a mixed bag in terms of Sector rotation in recent months. Energy has performed poorly all year, while Utilities and Financials have generally continued to outperform. Technology has not yet made a strong recovery after the steep underperformance in July. Consumer Discretionary and Communication Services have both done better than in previous months having previously underperformed. The recovery in Consumer Staples and Healthcare has faded.

The performance of the Fund has not yet recovered in relative terms from the negative impact of the overweight in Technology which fell significantly in July, but it is in line with our model which has every chance of doing well long term.

## Allocations and Market Commentary

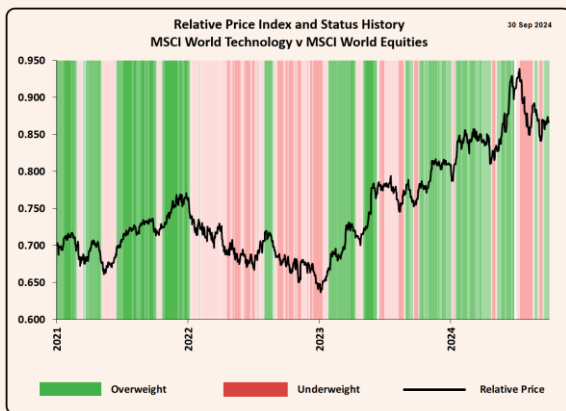
Equity markets have in recent months moved away from the previous pattern of Growth Sectors generally outperforming and Defensive Sectors underperforming. The Equity market setback in July and the significant underperformance of Technology has resulted in a more mixed pattern. Technology has stabilised in relative terms but is not yet back into a clear outperformance trend, whereas other Growth Sectors such as Communication Services and Consumer Discretionary are outperforming. More defensive Sectors such as Consumer Staples and Healthcare recovered for a while but have fallen back. Financials and Utilities look firm with continued good momentum. Meanwhile, there are events coming up which could change the mood of Equity markets either way. For example, the Fed and other Central Banks are likely to cut rates further, possibly significantly. On the other hand, there continues to be geopolitical tensions and also rising concerns about loss of control over government debt. All of these can be expected to change the leadership of Equity markets at the Sector level. Our model seeks to pick up on new trends as they occur, subject to checking for valuation risk/opportunity and overbought situations.



**CHARLES EKINS**  
Founder & CEO

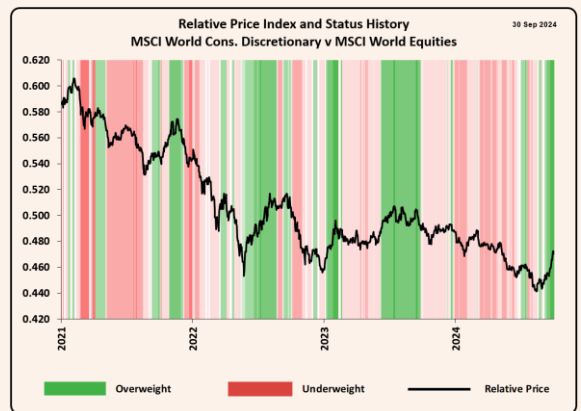
**Many of the 11 Global Sectors are at potential inflexion points. Some of the long term underperforming Sectors have started to recover after the July equity market turmoil, but some of these have fallen back again. Technology, which has been a long term stalwart, has not recovered from its significant July drop. Energy and Materials look poised to recover, especially with the recent rise in Oil, but this has not yet been confirmed. Sooner or later many Sectors will settle down again in an up or downtrend.**

## Global Technology Now only slightly overweight 30 September 2024



Technology suffered a significant fall in July and has not recovered in relative terms yet. Although it had performed well previously, it was neither expensive (because earnings have been strong) nor overbought, so there were no obvious signals to reduce. It has now stabilised and still just about in a long term uptrend, so it has every opportunity to rebuild momentum. Our model is now slightly overweight while we wait to see if confidence is restored – which seems likely over the medium/long term but Technology does typically struggle during times of market turmoil and uncertainty.

## Global Consumer Discretionary Overweight 30 September 2024

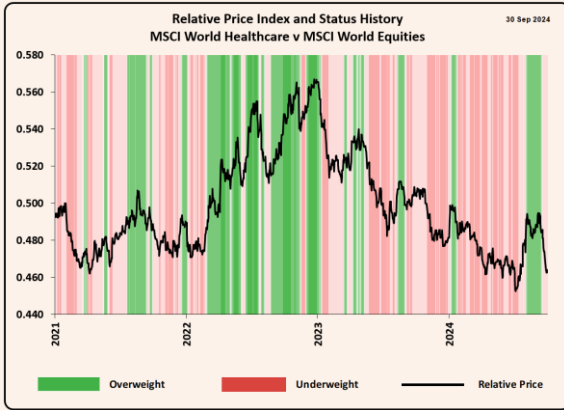


Consumer Discretionary (largest stocks are Amazon, Tesla, Home Depot, McDonald's, Toyota Motor & LVMH) has underperformed for most of the last three years including over the last year. During this underperformance it has rebuilt relative Value Yield to the higher end of its historic range which makes it strategically attractive. Now sentiment seems to have improved and the Sector is in a relative uptrend. Overweight.

## Healthcare

Underweight

30 September 2024

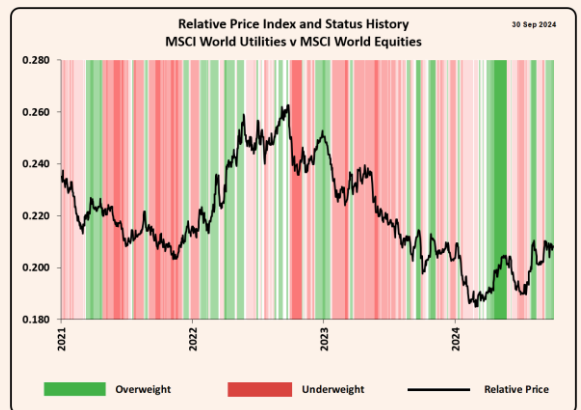


Healthcare has attractive relative Value Yield and looked to have started a new outperformance phase. Potentially it has a long way to recover but disappointingly it has turned back down so we need to wait for new confirmation. Eventually at some stage it will enter a new uptrend but it is best to wait until this becomes clearer – these false dawns do happen and it is important to remain flexible in case the downtrend restarts.

## Utilities

Overweight

30 September 2024



Utilities underperformed from mid/late 2022 until early 2024, at which point it stabilised and then started to outperform. It is now in a relative uptrend. Relative Value Yield is reasonable whilst not outstanding, but sufficient to justify an overweight whilst this uptrend continues.



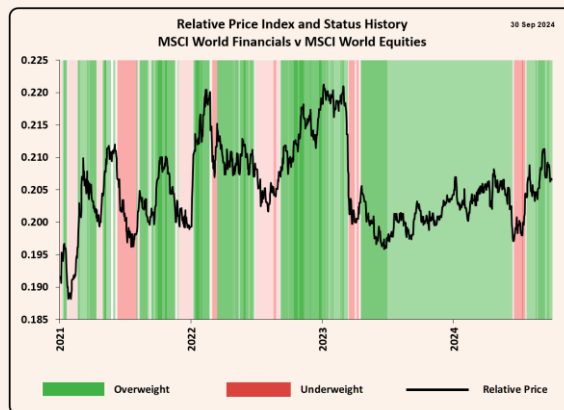
JASPER FALK  
Partner

**The Fed and European Central Banks will continue to cut rates, whilst uncertainty over geopolitics, rich Equity market valuations and debt concerns will also be a pull on markets. Many of the new trend patterns are at an early stage, and some of them have already failed. Be prepared for continued Sector rotation over the coming months and year.**

## Financials

Modest Overweight

30 September 2024

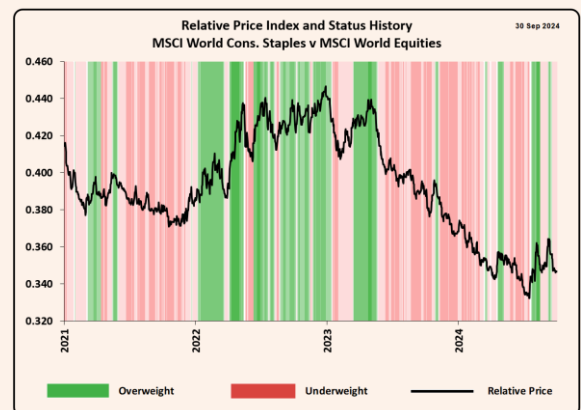


Financials have generally been recovering in a relative uptrend ever since the Silicon Valley Bank and Credit Suisse crises last year, although there was an interruption this summer. As the Fed cuts rates, Financials should continue to outperform.

## Consumer Staples

Underweight

30 September 2024



Consumer Staples (largest stocks are Procter & Gamble, Costco, Nestle, Walmart, Coca-Cola and PepsiCo) have tried twice in recent months to break its underperformance trend since early 2023, but so far both have failed. This is another example of a Sector which has great potential but patience and flexibility are required. Nevertheless, a base is building so it will not take much for a relative uptrend to resume.

## Objective

The objective of the WS Enigma Global Sector Rotation Fund is to provide capital growth over the long term (periods of 5 years or more). The Manager uses a global quantitative investment methodology to invest in equity sectors and regions. This data-driven methodology focuses on an objective assessment of Value and Momentum/Trends which are independent of opinion, emotion and forecasts. The selection of sectors and regions is

actively managed. The investment strategy is flexible and dynamic to adapt to changing market conditions, enabling rotation across different sectors and different regions that are deemed to be attractive. Implementation of the sector and regional strategy is generally achieved by investing in global sector and regional Exchange Traded Funds (ETFs).

## About EkinsGuinness

We were founded by Charles Ekins.  
Other Partners are:

### TIM GUINNESS

Founder & Chairman of Guinness Asset Management

### WILLIAM MALTBY

Chairman of NB Private Equity Partners Limited, previously vice-chairman of Investment Banking at Deutsche Bank

### RICHARD THOMPSON

Previously Founder of Spring Capital Partners which specialises in the distribution of investment funds

## Portfolio Managers



**CHARLES EKINS**  
Founder & CEO

Charles is the Founder and Chief Executive of Ekins Guinness LLP. Previously he was Chief Investment Officer at Valu-Trac Investment Management, prior to which he spent 19 years at Morgan Grenfell (Deutsche) Asset Management where he was a portfolio manager, member of the Investment Policy Committee and client director. He read Maths with Computing Science at Bristol University and has an MBA from the City University Business School. Charles is a Director of the Herald Worldwide Technology Fund (Dublin OEIC).



**JASPER FALK**  
Partner

Jasper has over 20 years experience in Investment Banking. He established and managed JPMorgan's Global Inflation trading business which assisted Pension Funds and Asset Manager clients in hedging and managing their liabilities. He was also a member of the Fixed Income Management Committee. Jasper read Engineering and Management Studies at St Catharine's College Cambridge, and holds the Financial Times Non-Executive Director Diploma.

## Fund Facts

<b>Structure</b> UK Authorised OEIC	<b>Custodian</b> BNY Mellon
<b>UK UCITS</b> Yes	<b>Auditor</b> Cooper Parry
<b>ISA Scheme</b> Yes	<b>Investment Association Sector</b> IA Global
<b>Size</b> £2m	<b>Valuation &amp; Cut Off</b> 12 noon daily
<b>Authorised Corporate Director</b> Waystone Fund Services Limited	<b>Base Currency</b> GBP
<b>Depository</b> BNY Mellon	<b>Dividend Payment Dates</b> 31 January & 31 July

## Share Classes

	B Accumulation	B Income	Z Accumulation	Z Income
<b>Currency</b>	GBP	GBP	GBP	GBP
<b>Periodic Charge<sup>1</sup></b>	0.70%	0.70%	0.45%	0.45%
<b>OCF<sup>2</sup></b>	0.95%	0.95%	0.70%	0.70%
<b>Minimum Investment</b>	£5,000	£5,000	£200,000	£200,000
<b>Minimum Top Up</b>	£1,000	£1,000	£1,000	£1,000
<b>ISIN</b>	GB00BLFFG644	GB00BLFFGB97	GB00BQ1L7137	GB00BQ1L7244
<b>SEDOL</b>	BLFFG64	BLFFGB9	BQ1L713	BQ1L724

Notes:

- The Periodic Charge is a fixed annual charge which includes administration, custody, depositary, audit, registrar etc
- OCF (Ongoing Charge Figure) is as per the latest Key Investor Information Document. The OCF comprises the fixed Periodic Charge plus the indirect charges of the various ETFs in which the Fund invests

## How to invest

**Search:** [www.EkinsGuinness.com/sectorrotationfund](http://www.EkinsGuinness.com/sectorrotationfund)

**Ekins Guinness:** [investments@ekinsguinness.com](mailto:investments@ekinsguinness.com) 01264 738989

**Platforms:** Allfunds, Aegon, AJ Bell, Alliance Trust, Ascentric, Aviva, Barclays, FNZ, Hargreaves Lansdown, Interactive Investor, Novia, Nucleus, Pershing, Transact & Zurich

**DISCLAIMER & RISK WARNING:** Full details of the WS Enigma Global Sector Rotation Fund, including risk warnings, are published in the Prospectus and Supplementary Information document. The WS Enigma Global Sector Rotation Fund is exposed to global financial markets and therefore is subject to market fluctuations and other risks inherent in such investments. Investments in overseas markets may be affected by changes in exchange rates, which could cause the value of your investment to increase or diminish. The manager may enter into derivative transactions for efficient portfolio management purposes (including hedging) and investment purposes. The value of investments can go down and investors could lose all or substantial parts of their investments. Past performance is not a reliable indicator of future performance. You should not treat this report as a recommendation to buy, sell or trade the Fund or any of the investments mentioned. Recipients of this document should conduct their own due diligence and research before making their own investment decision. Ekins Guinness LLP is authorised and regulated by the Financial Conduct Authority. © Ekins Guinness LLP 2024. All rights reserved.