

Magellan Global Equities Fund (Managed Fund)

ARSN: 603 395 302

ASX code: MGE

Fund Facts

Portfolio Manager	Hamish Douglass		
Structure	ASX-quoted Global Equities Fund		
Inception Date	2 March 2015		
Management & Administration Fee ¹	1.35% per annum		
Fund Size	AUD \$1,196.1 million		
Distribution Frequency	Annually at 30 June		
Performance Fee ¹	10.0% of the excess return of the units of the Fund above the higher of the Index Relative Hurdle (MSCI World Net Total Return Index (AUD)) and the Absolute Return Hurdle (the yield of 10-year Australian Government Bonds). Additionally, the Performance Fees are subject to a high water mark.		
iNAV tickers	Bloomberg Thomson Reuters IRESS	MGE AU Equity MGE.AX MGE.AXW	MGEIV Index MGEin.IDCC MGENAV.ETF

¹All fees are inclusive of the net effect of GST

Fund Features

- ASX quoted version of Magellan Global Fund.
- Fund is actively managed
- Minimum administration for investors; no paperwork needed to trade
- Units can be bought or sold on the ASX like any other listed security
- Efficient and live pricing
- Provision of liquidity by the Fund
- Settlement via CHES
- Magellan has significant investment alongside unit holders.

Performance Chart growth of AUD \$10,000*



Fund Performance*

	Fund (%)	Index (%)**	Excess (%)
1 Month	0.3	0.5	-0.2
3 Months	8.9	7.2	1.7
6 Months	17.0	13.2	3.8
1 Year	25.4	20.6	4.8
3 Years (% p.a.)	12.1	12.4	-0.3
Since Inception (% p.a.)	11.5	10.5	1.0

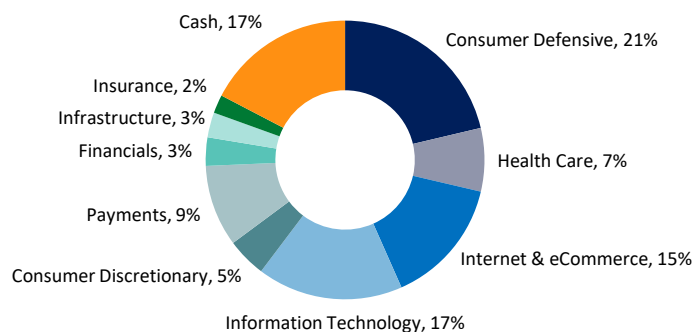
Capital Preservation Measures[^]

Adverse Markets	3 Years	Since Inception
No of observations	8	11
Outperformance consistency	88%	91%
Down Market Capture	0.7	0.6

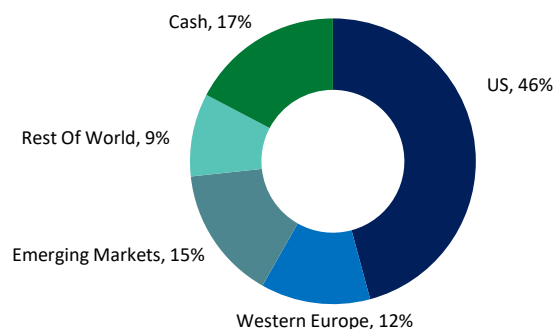
Top 10 Holdings

	Sector [#]	%
Alphabet Inc	Internet & eCommerce	6.8
Facebook Inc-A	Internet & eCommerce	6.0
Apple Inc	Information Technology	5.8
Visa Inc	Payments	5.5
Starbucks Corp	Consumer Defensive	5.3
Lowe's Co Inc	Consumer Discretionary	4.6
Kraft Heinz Co	Consumer Defensive	4.4
HCA Healthcare Inc	Health Care	4.3
Microsoft Corp	Information Technology	4.0
MasterCard Inc	Payments	4.0
TOTAL:		50.7

Sector Exposure by Source of Revenue[#]



Geographical Exposure by Source of Revenue[#]



* Calculations are based on the monthly ASX released net asset value with distributions reinvested, after ongoing fees and expenses but excluding individual tax, member fees and entry fees (if applicable). Fund Inception 2 March 2015.

** MSCI World Net Total Return Index (AUD).

[^] Risk measures are calculated before fees. An adverse market is defined as a negative quarter, rolled monthly, for the MSCI World Net Total Return Index (USD). Down market capture shows if a fund has outperformed a benchmark during periods of market weakness, and if so, by how much.

[#] Sectors are internally defined. Geographical exposure is calculated on a look through basis based on underlying revenue exposure of individual companies held within the portfolio.

Market Commentary

Global stocks rose over the September quarter, to mark their ninth gain in the past 10 quarters, after companies posted higher-than-expected earnings, the US economy expanded briskly, the Federal Reserve reaffirmed that monetary policy would only be tightened gradually, and Japan's economy rebounded. Gains were capped when the US escalated its trade war with China, US bond yields rose on inflationary pressures, a higher US dollar buffeted emerging markets and investors fretted about the impasse over the UK's departure from the EU.

US stocks reached unprecedented heights in September as companies reported strong earnings growth and the economy hummed. Financial research and data company FactSet said that 80% of S&P 500 companies announced earnings per share for the second quarter that beat estimates – a 'beat rate' that is the highest since FactSet began tracking this measure in 2008. In September, the Fed raised the US cash rate by a quarter point to between 2% and 2.25% and, as expected, signalled another five rate increases into 2020. The Fed made its eighth post-crisis rate increases on signs that the US economy was growing at close to capacity. Over the three months, reports showed the US economy completed nine years of consecutive growth (June 2009 to June 2018) when it expanded an annualised 4.2% in the June quarter, its fastest pace in four years. The US jobless rate stayed close to the 18-year low of 3.8% set in May and consumer confidence hit an 18-year high in September (as measured by the Conference Board). Gains were capped when the US and China tit-for-tat tariff enactments widened to about half their traded goods and 10-year US government bond yields rose 21 basis points over the three months to 3.06% on inflation concerns.

European stocks rose after European companies posted higher-than-expected earnings, US and European trade tensions eased and Sweden's mainstream parties held off populists in elections. In July, US President Donald Trump and EC President Jean-Claude Juncker met and agreed to "work together toward zero tariffs, zero non-tariff barriers, and zero subsidies on non-auto industrial goods", a statement that boosted hopes the US and EU would avoid a trade war. Sweden's centrist parties did better than expected in the country's election to prevent the populist Sweden Democrats from holding a pivotal, rather than nuisance, position in negotiations to form a government, even though the mainstream parties failed to win enough support to immediately mould a coalition. Gains were capped when the EU rejected the latest withdrawal agreement offered by the UK and Italy's new populist government said it was aiming for a budget deficit of 2.4% in 2019, three times the shortfall of the previous government and in breach of EU budget requirements for indebted governments. Reports showed the eurozone and EU economies expanded 0.4% in the second quarter, the same rate as for the first quarter.

Japanese stocks rose as the economy bounced back to expand 1.9% in the June quarter, after contracting in the previous quarter, and pro-stimulus Prime Minister Shinzō Abe overcame a corruption scandal to win a third term as leader of the Liberal Democratic Party, which allows him to stay in office for three more years. In China, stocks struggled amid concerns about the trade war with the US and as signs emerged the economy is cooling. Emerging markets fell as the collapse in Argentina's and Turkey's currencies presaged financial crises in these countries and Brazil's presidential election in October created uncertainty.

Fund Commentary

The portfolio recorded a positive return for quarter. The stocks that performed best included the investments in HCA Healthcare, Apple and Lowe's. HCA rallied after the US hospital chain reported higher-than-expected profits and revenue for the second quarter and raised guidance for the full year due to higher patient numbers and an increase in higher-paying procedures. Apple surged (to become the first US company with a market value in excess of US\$1 trillion) after the consumer-technology company recorded higher-than-expected earnings for the third quarter and boosted its sales forecast for the fourth quarter due to the high demand for iPhones and other services. Lowe's climbed after the retailer's new CEO told a conference of his plans to simplify the company's operations, lift store productivity, improve service levels and boost longer-term returns.

Stocks that lagged included the investments in Facebook, Kraft Heinz and eBay. Facebook slid after management said slower revenue growth and higher costs would reduce profit margins from about 45% to about 35%, the Instagram founders left and the company revealed that 50 million accounts had been hacked. Kraft Heinz fell after issuing lower earnings guidance for fiscal 2018 even though management indicated renewed focus on improving the business's organic growth. Online auction site owner eBay dropped after the company trimmed its forecast for full-year revenue amid lower-than-expected growth in its Marketplace and StubHub (online ticket exchange) businesses and slower-than-expected progress in the company's 'structured data' initiative, which is an attempt to standardise data related to product display.



Reckitt Benckiser: The consumer-goods multi-national thinks health brands will help in a disruptive world.

Reckitt Benckiser, a UK-based consumer-goods giant now called RB that as recently as 2015 achieved comparable annual sales growth of 6%, could well symbolise how tough conditions are for Big Brands in the age of rising ecommerce and private label penetration.

The company that boasts Clearasil acne treatment, Dettol antiseptic products, Finish washing detergent and Nurofen painkillers among its brands posted zero sales growth in 2017, its worst annual performance since it was formed in a merger in 1999. That result included RB's first-ever declines in comparable quarterly sales; they dropped 2% and 1% in the second and third quarters last year respectively.

The problems for a company that earned 11.5 billion euros in revenue in fiscal 2017 from brands stocked in more than 180 countries, were many over a year during which it divided itself into two businesses – health, which provides 50.5% of sales, and hygiene home, a split the company dubbed 'RB 2.0'. RB, which changed its name from Reckitt Benckiser in 2014, was hit by the 'NotPetya' ransomware cyberattack that hurt production and distribution for up to six months. The Scholl Amope foot care product launch flopped. A boycott in South Korea over deaths from a noxious humidifier sanitiser lingered. A new goods and services tax in India slowed consumer spending there. RB shares fell 11% over the last six months of 2017 as the company cut forecasts for sales growth.

While like-for-like revenue has risen so far in fiscal 2018 – it gained 2% and 4% in the first and second quarters respectively – and RB shares rose 3.2% over the first nine months of 2018, the company faces a challenge to regain the trust of long-term investors and RB is well primed to do just that. The company in recent years has turned to health because it is a high-growth segment due to favourable demographics and one that provides opportunities for consolidation due to its fragmentation. A benefit of the move to acquire health brands is that it helps insulate RB against the ecommerce and private-label threats harming many 'Big Brand' companies. RB's bet on health brands is that they will maintain their higher margins, are harder to disrupt, promise faster growth, offer greater scope for innovation and are ripe for consolidation.

With the shift to health, the well-managed RB is among the most-disruption proof of Big Brand companies because nearly two-thirds of revenue (net of what suppliers get) comes from brands that are number one or number two in their categories and RB's goods are popular in fast-growing emerging markets, especially China. We invested in RB early in 2018 because we judged the stock to be attractively priced, especially when considering that many of the growth impediments in 2017 were one-offs.

RB, to be sure, has challenges. There is no escaping that all Big Brand household-good companies are losing pricing power as retailers consolidate and shoppers move online, though those brands outside the top two leading positions are most vulnerable. Another risk is that RB, which is always eyeing takeovers, might pay too much to expand. So far so good; management this year pulled out of a bid for Pfizer's consumer health arm due to concerns about overpaying and taking on too much. Emerging economies, which provide nearly half of revenue, are also higher-risk markets on which to depend. RB's management team under Rakesh Kapoor since 2011, which is regarded among the best in the industry on operations and strategy, is managing these risks. Such a team overseeing stellar health Big Brands is likely to keep RB investors happy enough for the foreseeable future.

Well insulated

In 1819, Isaac and Thomas Reckitt built a mill in the UK. In 1823, Johann Benckiser founded an industrial chemicals business in Germany. After nearly 200 years of business and innovation, which included the invention of Mortein fly spray in 1880, Lysol disinfectant in 1899 and Disprin in 1948, the surnames were joined atop one company 19 years ago when Reckitt & Colman merged with the, by then, Netherlands-based Benckiser.

The consumer giant that emerged from this union largely sold 'home products' such as laundry detergent, bar soap and insecticides. In the next two decades, RB expanded into health via takeovers, asset sales, a spin-off and organic growth.

The pivotal takeovers started in 2005, when only 5% of the company's sales were derived from health. In that year, RB bought Boots, and that came with Nurofen and Strepsils. In 2008, the company purchased Adams Respiratory Therapeutics, which owned Mucinex. In 2010, RB acquired SSL International, which came with Durex and Scholl. In 2012, it purchased Schiff Nutrition to branch into vitamins and supplements. The last big swoop was on Mead Johnson in 2017 that signalled the entry into baby formula. Amid these takeovers, RB spun off the pharmaceutical business Indivior in 2014 and sold its food brands to McCormick in 2017.

The strategy RB has for its two business units is clear. Within the best categories, the company aims to offer innovative market-leading products and market these products at prices significantly above the competition. RB calculates that, even though it charges higher prices, it can boost volumes by applying to pharmaceuticals the marketing techniques it honed to sell 'fast-moving consumer goods'.

What sets RB above competitors is how well the company is managed. RB has pursued categories that allow it to achieve the highest margins of all its counterparts. With a culture of controlling costs, streamlining supply networks, developing staff and robust management performance targets (that led to Kapoor having his pay package reduced in 2016 and 2017 due to the company's disappointing results), we expect RB to provide decent returns in coming years.

RB's revenue is diversified from a geographic point of view. About 47% of RB's revenue is derived from fast-growing emerging markets; mainly from China (13%), Brazil (5%) and India (4%, a number that should grow as India builds 110 million toilets as part of a five-year 'Clean India' campaign).

About 32% of RB's sales come from the US and 22% from Western Europe.

About 44% of RB's global sales are in categories that we consider to be at moderate or high risk of being replaced by private labels. About 40% of global sales face moderate risk of migrating online. These products include baby food and vitamins.

Given such product positioning and management's nous and strategy, we expect RB to achieve a 3% to 4% p.a. annual revenue growth rates in coming years while modestly improving its profit margin from about 27%. While the growth rates would be half or a third below what RB achieved only three years ago, such results would rank as feats in the disrupted world of Big Brands.

Sources: Company filings and website.