Artemis Funds (Lux) – Leading Consumer Brands

Class I accumulation shares, GBP

MARKETING COMMUNICATION

£1.0737	0.910%
price at 30 Jun 2025	ongoing charge

July 2025 (data as of 30 June 2025)

OBJECTIVE AND INVESTMENT POLICY

Objective

To increase the value of shareholders' investments primarily through capital growth over a five year period.

Investment policy

- The Fund is actively managed.
- The Fund invests principally (at least 80% of its assets) in companies selected on a worldwide basis (including in emerging markets) which are considered by the Investment Manager to own or operate leading consumer brands. These are consumer-facing businesses which, through their heritage, innovation and investment have developed market-leading brands in the category (or categories) in which they operate. The investment manager believes that these brands provide an enduring competitive advantage which allows them to earn customer loyalty, strong pricing power and high margins. The investment manager expects these companies to benefit from long-term structural trends in consumer spending. The Fund will not be constrained to any sector.
- It is expected that the portfolio of the Fund will be invested in equities of between 25 and 50 companies.
- Shares in the following types of companies (held either directly or indirectly via derivatives) are automatically excluded:
  - Tobacco: companies which derive more than 10% revenue from tobacco;
  - Gambling: companies which derive more than 10% of revenue from gambling;
  - Weapons: companies:
    - involved in the production of controversial weapons (including cluster munitions, landmines, biological and chemical weapons); or
    - which derive more than 5% revenue from conventional or nuclear weapons, related components and systems;
  - Fossil fuels: companies which derive more than 5% revenue from:
    - mining or sale of thermal coal; or
    - extraction, production or refining of either oil or gas.
  - Companies that the Investment Manager determines to be in breach of the United Nations Global Compact principles on human rights, labour rights, the environment and anti-corruption.
- The Fund promotes environmental and/or social characteristics within the meaning of Article 8 of SFDR. In that respect, the Investment Manager assesses the sustainability of each investment by considering sustainability factors which are material to the investment case for each holding, such as carbon intensity, carbon transition plans, remuneration policy and/or board diversity, alongside traditional financial metrics. However, investments are chosen on the basis of many quantitative (financial or sustainability-related) or qualitative (e.g. quality and/or growth characteristics) attributes and need not rate highly on any or all of these sustainability factors to be included in the portfolio.
- In addition to sustainability criteria considered during company selection, other sustainability criteria are taken into account in the thematic analysis at sector and company level.
- More information about the environmental or social characteristics for this Fund is available in the pre-contractual disclosure for financial products referred to in Article 8 under SFDR which follow the Fund's details and which form an integral part of the Prospectus.
- At times the Fund may invest in ADRs, GDRs and participatory notes. Participatory notes would be used to access markets where direct access to purchase equities may be difficult. Their use is not intended to create leverage. Investments in participatory notes shall not exceed 10% of the Fund's Net Asset Value.
- The Fund may invest up to 20% of its Net Asset Value in China A-Shares through Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect.
- The Fund may use derivatives and other techniques for hedging and for efficient portfolio management. The Fund's derivatives may include, but are not limited to, futures, forward currency contracts and contracts for difference.
- Subject to the limits set out in the 'Investment Restrictions' section of the Fund's prospectus, the Fund may also hold ancillary liquid assets for treasury purposes.
- Subject to the limits set out in the 'Investment Restrictions' section of the Fund's prospectus, the Fund may also invest in bank deposits, money market instruments and money market funds in order to achieve its investment goals, for treasury purposes and in case of unfavourable market conditions. Higher levels of investments in bank deposits, money market instruments or money market funds may be held in periods of elevated equity market valuations to reduce risk.
- The Fund may invest up to 10% of its Net Asset Value in other collective investment schemes.

Benchmark information

- MSCI AC World index
  The benchmark is a point of reference against which the performance of the fund may be measured. Management of the fund is not restricted by this benchmark. The deviation from the benchmark may be significant and the portfolio of the fund may at times bear little or no resemblance to its benchmark.
  The benchmark does not take into account environmental and/or social characteristics promoted by the fund.

For the latest fund and market commentaries, visit www.artemisfunds.com/insights, and for any important changes to y(our) funds, visit www.artemisfunds.com/fund-changes.

SFDR Article 8

The fund promotes environmental and social characteristics, as defined by Article 8 of the EU Sustainable Finance Disclosure Regulation (SFDR).

This product is based overseas and is not subject to UK sustainable investment labelling and disclosure requirements.

ARTEMIS
The PROFIT Hunter

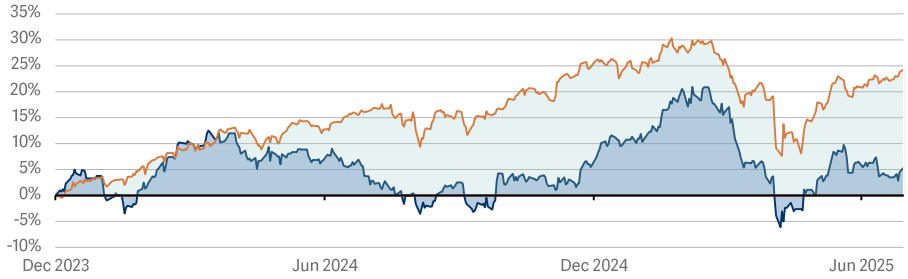
PERFORMANCE

Past performance is not a guide to the future.

CUMULATIVE PERFORMANCE

	Since launch	1 yr	6 mo	3 mo	1 mo
Artemis Funds (Lux) – Leading Consumer Brands	5.5%	1.6%	-4.9%	3.1%	-1.0%
MSCI AC World NR GBP	24.4%	7.2%	0.6%	5.0%	2.8%

PERCENTAGE GROWTH



Artemis Funds (Lux) – Leading Consumer Brands

MSCI AC World NR GBP

12 MONTHS TO QUARTER END (31 JUNE)

	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016
■	1.6%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
■	7.2%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

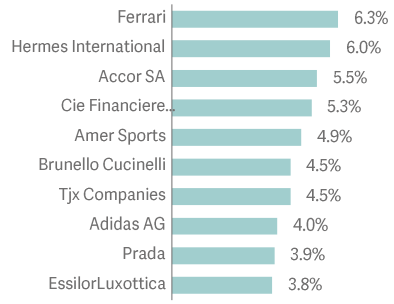
12 MONTHS TO YEAR END (31 DECEMBER)

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
■	6.9%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
■	19.6%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Lipper Limited from 1 December 2023 to 30 June 2025. All figures show total returns with dividends and/or income reinvested, net of all charges. Performance does not take account of any costs incurred when investors buy or sell the fund. Returns may vary as a result of currency fluctuations if the investor's currency is different to that of the class.

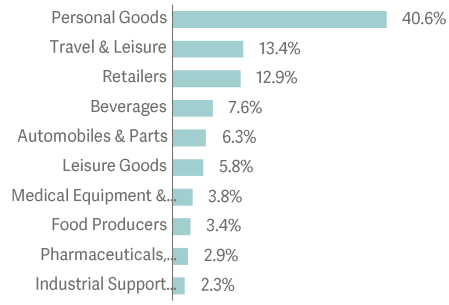
COMPOSITION

TOP 10 HOLDINGS



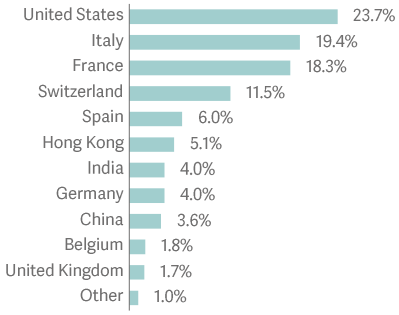
Source: Artemis as at 30 June 2025.

INDUSTRY SPLIT



Source: Artemis as at 30 June 2025. Figures may not add up to 100% due to rounding and cash holdings.

ASSET ALLOCATION BY COUNTRY



Source: Artemis as at 30 June 2025. Figures may not add up to 100% due to rounding.

RISK CONSIDERATIONS

To ensure you understand whether this fund is suitable for you, please read the Key Investor Information which is available, along with the fund's Prospectus, from www.artemisfunds.com or www.fundinfo.com.

The fund is exposed to the following risks:

Market volatility risk	The value of the fund and any income from it can fall or rise because of movements in stockmarkets, currencies and interest rates, each of which can move irrationally and be affected unpredictably by diverse factors, including political and economic events.
Currency risk	The fund's assets may be priced in currencies other than the fund base currency. Changes in currency exchange rates can therefore affect the fund's value.
Charges from capital risk	Where charges are taken wholly or partly out of a fund's capital, distributable income may be increased at the expense of capital, which may constrain or erode capital growth.
Emerging markets risk	Compared to more established economies, investments in emerging markets may be subject to greater volatility due to differences in generally accepted accounting principles, less governed standards or from economic or political instability. Under certain market conditions assets may be difficult to sell.
China risk	The fund can invest in China A-shares (shares traded on Chinese stock exchanges in Renminbi). There is a risk that the fund may suffer difficulties or delays in enforcing its rights in these shares, including title and assurance of ownership.
Sector and concentration risk	As the fund has a theme of investing only in companies that own or operate leading consumer brands, it may have investments concentrated in a limited number of holdings. This can be riskier than holding a large number of investments from a wide range of sectors.
ESG risk	The fund may select, sell or exclude investments based on ESG criteria; this may lead to the fund underperforming the broader market or other funds that do not apply ESG criteria. If sold based on ESG criteria rather than solely on financial considerations, the price obtained might be lower than that which could have been obtained had the sale not been required.

OTHER INFORMATION

This is a marketing communication. Before making any final investment decisions, and to understand the investment risks involved, refer to the fund prospectus, available in English, and KIID/KID, available in English and in your local language depending on local country registration, from www.artemisfunds.com or www.fundinfo.com.
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Artemis does not provide investment advice on the advantages or suitability of its products and no information provided should be viewed in this way. Artemis only provides information about its own products and services and does not advise investors. Should you be unsure about the suitability of an investment, you should consult a suitably qualified professional adviser.
Investment in a fund concerns the acquisition of units/shares in the fund and not in the underlying assets of the fund.
Reference to specific shares or companies should not be taken as advice or a recommendation to invest in them.
For information on sustainability-related aspects of a fund, visit www.artemisfunds.com.
The fund is a sub-fund of Artemis Funds (Lux). For further information, visit www.artemisfunds.com/sicav.
For changes made to the Artemis Funds (Lux) range of Luxembourg-registered funds since launch, visit www.artemisfunds.com/historic-changes.
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Potential and current investors in the UK should be aware that, although the Company is recognised by the UK FCA for the purposes of distribution, the activities of the Company, the UK Representative, the Management Company, or the Depositary are not subject to the rules and regulations made under the Financial Services and Markets Act 2000 for the protection of investors. As a result, UK investors will not be protected by the UK Financial Services Compensation Scheme (FSCS) for financial losses suffered as a result of any of the mentioned bodies being unable to meet their liabilities to Shareholders, as these rules generally do not apply to an investment in the Company. In addition, UK investors will not be able to refer a complaint against the mentioned bodies to the UK Financial Ombudsman Service ("FOS").
We recommend that you get independent financial advice before making any investment decisions. The FCA introduced a package of measures during 2024 called the Sustainability Disclosure Requirements (SDR). The Company is not subject to these requirements.

FUND DATA

INVESTMENT TEAM

Swetha Ramachandran
Lead manager, since launch

Natasha Ebtehadj
Co-manager, since launch

KEY FACTS

Fund type	SICAV
Asset class	Equity
Focus	Capital growth
Regional focus	Global
SEDOL	BQHP690
ISIN	LU2717292358
Fund launch date	1 December 2023
Class launch date	1 December 2023
Class launch price	£1.0000
Class currency	GBP
Valuation point	16:00 CET
Year end	31 October
Accumulation date	31 December
Fund size	£10.8m

Source: Artemis as at 30 June 2025.

PRICE

Price	£1.0737

Source: Artemis as at 30 June 2025.

CHARGES

Initial charge	0%
Ongoing charge	0.910%

Source: Artemis. The ongoing charge covers the annual operating expenses of running the fund and is shown as at the date of the Key Investor Information Document, where further information about the fund's charges can be found. Additional costs may be incurred, such as portfolio transaction costs and transfer taxes, which may reduce performance. For further information, visit www.artemisfunds.com/charges.

RISK AND REWARD PROFILE

The fund is in the category shown due to historic volatility (how much and how quickly the value of shares in the fund may have risen and fallen in the past due to movements in markets, currencies and interest rates). It may not be a reliable indication of the future risk profile of the fund.