Setanta EAFE Equity Fund (CAD) – Q3 2016

Setanta
ASSET MANAGEMENT

Fund Description

The **EAFE Equity Fund** (‘the Fund’) is managed by Setanta Asset Management Limited (“Setanta”) and is a representative account of the EAFE Equity strategy.

The Fund is an actively managed equity portfolio, with a long-term investment horizon. Our aim is to invest in EAFE (Europe, Asia and Far East) companies that are trading below their intrinsic value. Our investment process seeks to invest in companies that exhibit a combination of low financial risk, low operational risk and low valuation risk.

We believe that if we can invest in companies that possesses these characteristics then we can reduce the risk of a permanent loss of capital and enhance our chances of outperforming our benchmark over the long term. The investment objective of the Fund is to outperform the MSCI EAFE index over the long term.

Fund Commentary

The virtue of simplicity

When we describe the investment theses behind the fund’s holdings to external parties, we are aware that sometimes these may sound quite simplistic. Perhaps on occasion the audience is left wondering how something so straightforward could be expected to produce superior investment returns. By contrast, investment theses that appear more complex are perhaps more appealing to some – the audience can perhaps believe that evaluating this investment case requires special skill, skill rare enough so as to exclude most other investors, reducing ‘competition’ for that investment proposition and positioning the investment manager to earn outsized returns.

Well whether the above is true or not, we plan to continue to avoid complexity, the dangers of which we think are greatly under-appreciated. Complexity, as it pertains to investments, can come in many forms but often it involves the investment case hinging on multiple sub-plots.

(Fund Commentary continued on Page 3)

Portfolio Managers

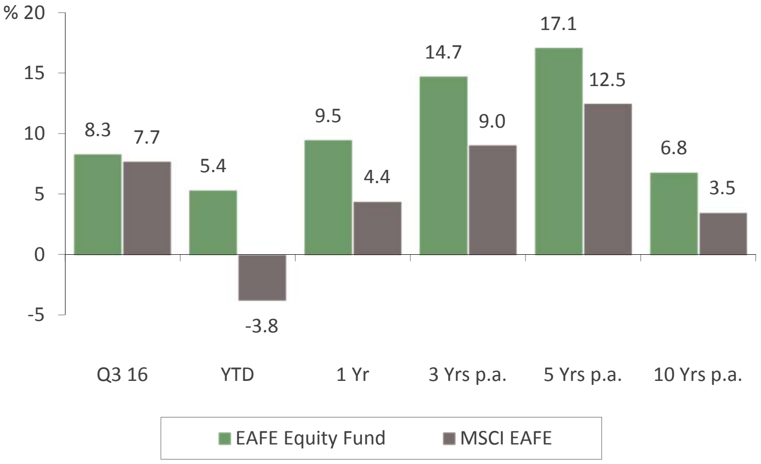
Rowan Smith, Fergal Sarsfield CFA & Conor Walshe



Investment Principles

- We do not believe the market is efficient.
- We aim to make investments at a price below our assessment of intrinsic value.
- We make an investment in a business rather than trade securities.
- We believe risk is the possibility of permanent impairment of value.
- We make investments for the long term.
- We invest where we see value and are not afraid to be contrarian and swim against the tide.
- We don’t make forecasts, we consider scenarios.
- We demand financial strength from the companies we invest in.
- We will act with integrity and communicate with our clients in a manner representative of our investment style.
- We have the humility to know we make mistakes and embrace the need to continue learning through both experience and study.

FUND PERFORMANCE (CAD) – 30.09.16



YEARLY PERFORMANCE

Year %	2011	2012	2013	2014	2015
Fund	-9.7	19.6	35.8	4.5	25.2
Benchmark	-10.0	14.7	31.0	3.7	19.0

Performance Source: Setanta Asset Management Limited. Benchmark: MSCI EAFE Index (100% CAD) & Bloomberg. The Fund returns since 30.09.07 are based on the movements in the unit prices of a representative account, based on mid to mid prices, and are gross of management fees. The unit prices prior to this are derived from a net of fee price, adjusted for the management charge to be representative of the gross of fee performance. **Fund Statistics Source**: Bloomberg

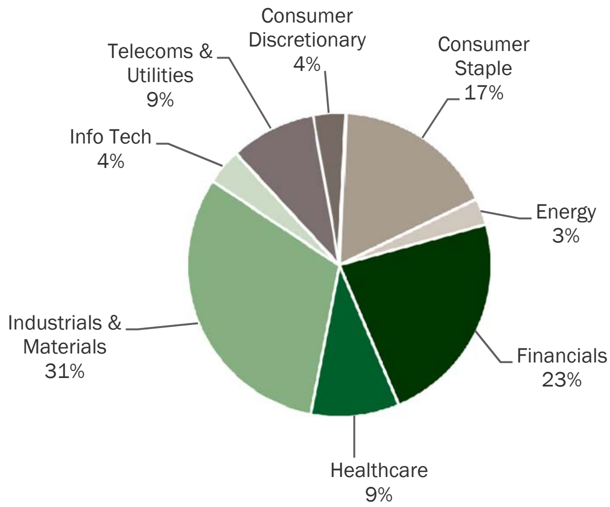
TOP 10 EQUITY HOLDINGS

COMPANY	SECTOR	% OF FUND
MELROSE INDUSTRIES	INDUSTRIALS & MATERIALS	8.0%
DCC	INDUSTRIALS & MATERIALS	6.2%
GROUPE BRUXELLES LAMBERT	FINANCIALS	5.6%
SMITHS GROUP	INDUSTRIALS & MATERIALS	5.4%
C&C GROUP	CONSUMER STAPLES	4.7%
CRH	INDUSTRIALS & MATERIALS	4.2%
FENNER	INDUSTRIALS & MATERIALS	3.6%
SAMSUNG ELECTRONIC	INFORMATION TECHNOLOGY	3.6%
DIAGEO	CONSUMER STAPLES	3.5%
SWATCH GROUP	CONSUMER DISCRETIONARY	3.4%

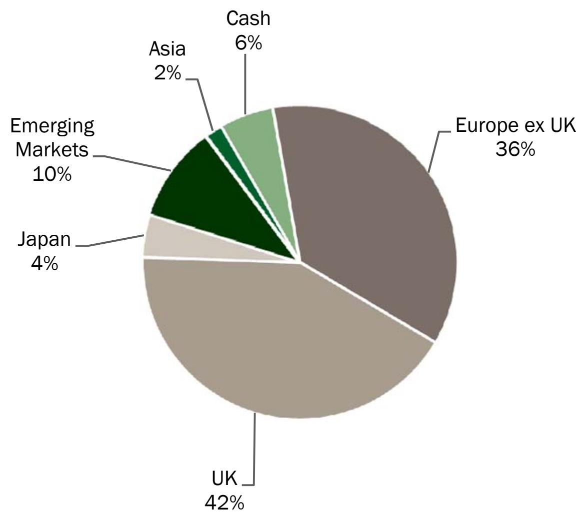
FUND STATISTICS

PRICE/BOOK	1.4
PRICE/EARNINGS RATIO (FY 1)	16.4
DIVIDEND YIELD %	3.5
AVERAGE MARKET CAP C$BN	49.8
NO. OF HOLDINGS	32
DEBT/EQUITY %	54.1
ACTIVE SHARE %	93.2

SECTOR DISTRIBUTION



GEOGRAPHIC DISTRIBUTION



An example will explain further. I am considering an investment in Company A – the success of the investment case is contingent upon the successful resolution of five elements, each of which has a 90% chance of a favourable outcome. Therefore the chance of the investment case playing out as desired is only around 60%. The investment case behind Company B on the other hand depends on just two elements, each of which has a 90% probability of a successful outcome. The chance of this investment case playing out as desired is around 80%. Investment in 'B' is preferable. This example is grossly simplified. In the real world we cannot dissect investment cases into distinct, mutually exclusive elements, never mind allocate accurate probabilities to each. However the principle is rock solid and I think many investors struggle in calibrating comparisons between these kinds of investment opportunities.

Over the years we believe we have been successful in regularly identifying less complex investments that are also more attractively priced than their more complex brethren. In a competitive market where many practicing investors would consider themselves to be quite numerate why might we have had this opportunity? Behavioural Finance might have some light to shine here; investors in general are probably over-confident with respect to their skills and people generally seem to struggle somewhat with probabilities. But there is possibly also something almost instinctively off-putting about simplicity in investing – *"that can't really be a ten euro note on the ground, because if it was real, it wouldn't be there"*. Meanwhile we think many investors are not even thinking about these issues – they are too busy whimsically buying and selling, just trying to make it to the end of the quarter.

To be clear – simplicity should not be confused with ease. As Warren Buffett says, "investing is simple but not easy". We strive to avoid unnecessary complexity because too often it is not apparent that the potential returns justify bearing this complexity. However investment success is very hard to earn and requires the consistent application of a range of skills honed over many years. Simplicity is an investment virtue hiding in plain sight and we will continue to seek it out.

Transactions in the third quarter

Nintendo

The full position in Nintendo was sold. This small position was acquired in 2009. The investment thesis centred on a belief that even if hardware technology evolved in a way that was unprofitable for Nintendo, there was considerable value in its intellectual property (games) library and development capabilities, based on our view of its success over various previous technology iterations. We decided to keep the position small (under 1% of the find) but planned to increase it if our confidence in management strategy increased. Rather than increasing, our confidence in the strategy ebbed somewhat and so the position had remained small ever since. The 'Pokemon Go' craze, of which Nintendo is an indirect beneficiary, reminded investors of the potential embedded in Nintendo's software capabilities. It now seems like Super Mario will be introduced to mobile gaming platforms, which has reinforced these reminders. We decided to use the recent spike in the share price to exit the position, having made a decent return over the holding period.

Melrose PLC

To refresh the original investment case for Melrose: its strategy is to buy under-performing businesses, improve and then sell them, return the proceeds to shareholders and await the next deal. The businesses Melrose acquires tend to possess good quality, durable assets but have been poorly managed, suffered the effects under-investment, misguided strategy and misaligned staff incentives. By taking the business private, changing personnel and incentives, and improving resource allocation Melrose aims to improve profitability and subsequently sell the revalued business. Melrose's management has an extremely impressive track record in executing its strategy over many years. We initially acquired a position in Melrose in 2014 and the investment case has played out as we expected. In the most recent quarter Melrose announced the acquisition of Nortek, a diversified manufacturer headquartered in the US. We spoke to Melrose management about the opportunities to improve Nortek, and we believe this is a classic Melrose transaction. We participated in the rights issue to fund the acquisition.

Don’t believe everything you’re told

The above graphic is from a story published by Bloomberg Automation on September 9th. It claims that CRH shares, clearly trading at over €30, had fallen 77% to €7 per share. There are at least two lessons from this. Firstly, robots are not yet ready to take over the world. Secondly, don’t believe everything you’re told.

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