



UK Investor Magazine

Virtual Seminar

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Phoenix Asset Management
Partners Limited

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We are Value Investors

We strive to deliver excellent long-term returns characterised by significant long-term out performance

Founded in 1998

- Phoenix is a specialist fund management company co-founded by CIO Gary Channon
- Team of 13 investment professionals, 31 employees in total

£1.6bn AUM

- Aurora Investment Trust (£203m)
- Phoenix UK Fund
- Segregated accounts
- The Huginn Fund
- Castelnau Group Ltd
- Iona Star LP

Excellent track record

- Since 1998, the same investment approach has been applied with increasing thoroughness and discipline

Performance Track Record



	NAV Return	Share Price Return*	FTSE All-Share Index*
2016	6.6%	11.9%	16.8%
2017	20.4%	21.2%	13.1%
2018	-10.3%	-10.9%	-9.5%
2019	29.7%	31.9%	19.1%
2020	-5.5%	-10.0%	-9.7%
2021	19.1%	13.5%	-0.8%
2022	-17.4%	-16.3%	0.2%
2023	33.2%	28.8%	7.9%
2024 (to 31 October)	-0.1%	-1.1%	8.1%
Cumulative **	85.1%	73.5%	77.8%

Source: PAMP / Bloomberg as of 31 October 2024.

Past performance is not a reliable indicator of future performance.

*Share price return with dividends reinvested; All Share index return with dividends reinvested. **From 1 January 2016

Long-term Track Record – Phoenix UK Fund



Year	Investment Return (Gross)	NAV Return (Net)	FTSE All-Share Index	Share Price Class A
May 1998 - Dec 2007	210%	150%	56%	£2,498.40
2008	-39.5%	-40.2%	-29.9%	£1,494.31
2009	62.8%	59.7%	30.2%	£2,386.48
2010	1.1%	0.0%	14.7%	£2,386.37
2011	3.0%	1.9%	-3.2%	£2,430.75
2012	48.3%	42.2%	12.5%	£3,456.27
2013	40.5%	31.3%	20.9%	£4,539.47
2014	1.9%	0.1%	1.2%	£4,544.25
2015	20.1%	14.7%	0.9%	£5,211.13
2016	9.1%	7.6%	16.8%	£5,605.58
2017	21.5%	16.3%	13.1%	£6,518.69
2018	-13.6%	-14.7%	-9.1%	£5,558.97
2019	30.3%	27.7%	19.1%	£7,098.36
2020	-3.9%	-4.9%	-9.7%	£6,748.66
2021	23.4%	18.7%	18.3%	£8,011.17
2022	-16.7%	-17.4%	0.2%	£6,619.32
2023	34.0%	32.8%	7.7%	£8,791.99
2024 (to 31 Oct)	4.6%	3.9%	8.0%	£9,136.44
Cumulative	1,578.8%	813.6%	287.6%	
Annualised Returns	11.2%	8.7%	5.2%	

The Phoenix UK Fund is a professional only investment fund and therefore is not suitable for any retail clients.

Source: PAMP as of 31 October 2024. Past performance is not a reliable indicator of future performance. Above returns based on the Fund's A Share Class.

The investment strategy of the Phoenix UK Fund is the same as that followed by Aurora and is shown here because it has a longer track record. Whilst the investment strategy is the same in all material respects, the portfolio holdings will not necessarily be the same and investors in Aurora will have no exposure to the investment performance of the Phoenix UK Fund.

For illustrative purposes only, not a recommendation to buy or sell shares in the Fund. The fund's inception date is May 1998. PAMP began managing Aurora in January 2016.

What is the source of our Edge?



- Depth & Thoroughness to understand a business and human behaviour
- An Approach that reduces Human Bias
- We have used the same way for evaluating companies for 25 years
- Focus on a particular type of stock
- We have a way of learning through time through feedback loops

The Business Model We Look For



- Pricing power (persistent profitability)
- High Return on Capital (minimum 15%)
- Safe Capital Structures
- Serving a growing market
- Transparent
- Honest, Competent and Aligned Management



- Intrinsic Values – come in Ranges

- We pay
 - no more than half price
 - A price that delivers 15% a year
 - A price no higher than the bottom of the IV range (i.e. low probability of a loss)

- If we can't achieve that price we don't invest



- Every holding has a monitoring programme
- We monitor the important assumptions in our investment evaluations & the key risks
- Every holding has a roadmap – we look for off roadmap news
- We devote the bulk of our resource to this activity
- It informs our judgements, changes our engagement with management and is an early warning of problems
- It involves everything from fieldwork like mystery shopping, internet scraping, building of industry contacts and relationships, news trawling, meeting current and ex-employees, etc.



SCORECARD 31 October 2024

Phoenix UK Fund

	Wins	Losses	Value £	Value £
Open Positions	11	3	143,973,699	-7,880,199
Closed Positions	83	25	266,732,281	-27,805,585
Total	94	28	410,705,980	-35,685,784
Open Positions Only	79%	21%	95%	5%
Closed Positions Only	77%	23%	91%	9%
Total	77%	23%	92%	8%

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Source: PAMP. Data from 30 April 1998. The investment strategy followed by the Phoenix UK Fund is the same as that followed by Aurora. Whilst the investment strategy is the same in all material respects, the portfolio holdings will not necessarily be the same and investors in Aurora will have no exposure to the investment performance of the Phoenix UK Fund. For illustrative purposes only, not a recommendation to buy or sell shares in the Phoenix UK Fund. Past performance is not a reliable indicator of future performance. PAMP began managing Aurora in January 2016.



- Version of the Kelly Criterion
- Results in concentrated holdings
- We average around 15 holdings and haven't been above 20
- Top 5 usually over 50%
- Limit to Cost Price Weights : Max 15% (Correlated bucket: 20%)



Holdings	Weight 31 Oct 2024
Frasers Group	18.7%
Castelnau Group Ltd	17.0%
Barratt Developments	12.9%
Lloyds Banking Group	8.3%
Ryanair	7.2%
Bellway	4.3%
RHI Magnesita	4.1%
AO World	3.4%
Others <3%	14.5%
Cash	9.6%



Q&A

Regulatory notice



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The Phoenix UK Fund is a professional only investment fund and therefore is not suitable for any retail client.

The Aurora Investment Trust is a long-term investment vehicle, appropriate for those making investments with at least a three-year time horizon. It is aimed at investors looking for a manager with a business and value orientated approach, achieved through investments in predominantly UK companies demonstrating a high return on capital and control over their profitability through the strength of their business franchise. Aurora’s portfolio is typically concentrated in a small number of deeply researched stocks, which can result in above average volatility. An investment in Aurora may be best suited to investors with at least an underlying knowledge of equity investments. The Trust is measured against a benchmark but does not follow the benchmark in its portfolio construction. It is intended for investors looking for capital appreciation rather than income, and while it does distribute a dividend, this is not the strategic aim of its investment approach.