



EF Tellsons Endeavour Fund January 2021

growth with income & downside protection

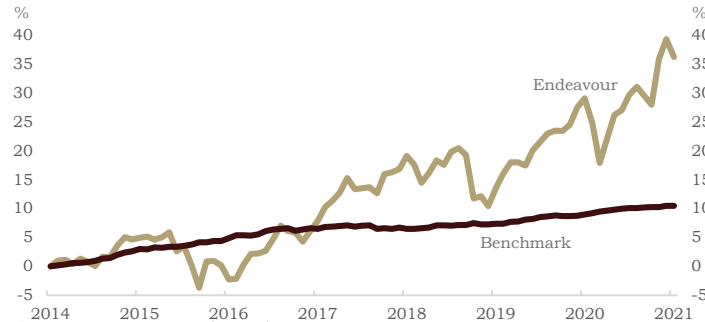


Investment Objective: to target capital growth with less of the volatility of global equities at a rate of 3-4% in excess of a composite target benchmark over a five-year period, net of fees.

Target Benchmark: comprising 50% UK CPI five-year average and 50% UK Conventional Gilts up to five years index; and volatility vs MSCI World GBP Hedged (See NOTES).

Investment Philosophy: the manager believes growth equity investments can often come with too much volatility on their own and make too much of an uncomfortable ride for many investors to stay the course. We seek to reduce much of that volatility by combining growth with income yielding investments and downside protective strategies to reduce volatility in times of market stress. If we can achieve this, investors may be more confident to remain invested with their savings and investment plans for the long-term.

Investment Process: minimum 80% invested in global equities and corporate bonds whilst seeking to reduce volatility by investing in government bonds, instruments with exposure to precious metals, unhedged foreign currency and the use of derivatives for efficient portfolio management purposes.



Source: Apex, A-Acc share class

Past performance is not a guide to future performance.

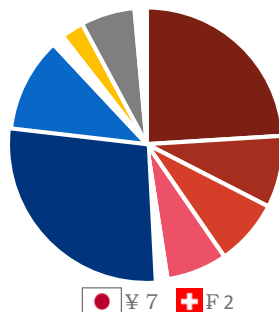
Period	Jan	3m	6m	1yr	3yr	5yr	S.I.*
Endeavour	-2.2	6.4	5.0	5.5	14.3	39.2	36.1
Benchmark	0.0	0.2	0.3	1.4	3.7	5.3	10.5

Calendar	2015	2016	2017	2018	2019	2020	YTD
Endeavour	-4.3	5.9	10.1	-5.5	15.5	9.2	-2.2
Benchmark	1.7	2.1	0.1	0.5	1.4	1.6	0.0

* Since fund inception 03.02.2014; Source: Apex.

ASSET ALLOCATION

US equities	25.1
UK equities	8.9
Europe equities	8.2
Japan equities	7.5
EM equities	0.2
Corporate bonds	28.9
Gov bonds	11.7
Precious Metals	2.8
Cash	6.7
Active FX	%



TOP 10 EQUITIES: 17% Fund

SVB Financial
JP Morgan
Nvidia
Royal Dutch Shell
Alphabet
PayPal
Amazon
Microsoft
Shin-Etsu Chemical
Emerson Electric

TOP 10 BONDS: 27% Fund

UKTI 1.25% 2032
USTI 0.125% 2025
USTI 0.125% 2031
UKTI 0.125% 2026
Orange
The Walt Disney Co.
Microsoft
Lowe's
PepsiCo
Diageo

INVESTMENT PROFILE

EQUITIES

Dividend Yield	1.6%
PE forward/EPS	26.4x/15.3%
Mkt.Cap. Avg	£191 Bn

BONDS

Running Yield	3.1% (Corporate)
Credit Quality	96% Inv.Gr.
Corporate years	4.8

FUND

Income Yield (A Inc)	1.85%
Volatility vs MSCI W H£	8.36 vs 17.38
Sharpe	0.50
Worst/Best month	-6.3% (Oct18)/+6.1% (Nov20)

Risk profile

1	2	3	4	5	6	7
---	---	---	---	---	---	---

IA Sector: Mixed Investment 20-60% shares

Morningstar Category: Moderate Allocation

Period	Jan	3m	6m	YTD	1yr	3yr	5yr
IA Sector Quartile	4 th	3 rd	3 rd	4 th	1 st	1 st	1 st

Fund Size	£52m
Daily Dealing	16:30
NAV strike	22:00
Distributions	Jul/Nov
Depositary	Northern Trust
ACD	WAY FM (Elite)
Website	www.tellsons.co.uk

Share classes, fees:

A Acc 1.02% OCF	ISIN GB00BJ391H08
A Inc 1.02% OCF	ISIN GB00BJ391G90
SP Acc 0.67% OCF	ISIN GB00BYWWR883
PF Acc 0.27% OCF	ISIN GB00BJ391J22

Distribution A Inc	'15	'16	'17	'18	'19	'20
pence per unit	1.70	1.46	1.94	2.13	3.03	2.99

Fund Managers:

Joe Bunting, Christoph Wiedebach, John Bishop

Fund Commentary: The year started with strong momentum in risk markets on the prospects for the successful international rollout of Covid-19 vaccines, a progressive new administration in the US and the imminent return to a reflationary business cycle. Safe haven currencies and bonds weakened and emerging markets and small cap equities rallied sharply in what might be best characterised as a cyclical and value rotation from quality defensive and growth. By mid-month however the enthusiasm faded almost as quickly, the ebullience quickly replaced by anxiety around vaccine supply bottlenecks and bungled implementation programmes, contested stimulus legislation in a divided US Congress, and weakening economic data across developed markets. In spite of the Q4 earnings season getting into its stride with better than expected recovery in revenues, profits and guidance for the year ahead, equity markets nonetheless weakened, turning strong gains into losses across many markets for the month. The 'value' equity segment ceded all the ground made against 'growth' in yet another feint for the style. Strong performances in the fund came from US investments Silicon Valley Bank, JP Morgan, Abbott Laboratories, Lowe's, and a recent addition to the Fund in Japan Murata, a capacitors and specialty electronic components manufacturer. Offsetting these were losses in each of the portfolio themes of Defensive Strength, Cyclical Leadership, Secular Growth and government bonds. Visa, Puma and Ryanair were weak on threats of continued lockdown; and Procter and Gamble and Pepsi, the 'bond proxies', were also weak on the rising yield curve. The manager of the Fund took the opportunity to add further to investments that carry more exposure to the upcoming recovery cycle. The Fund is now close to the maximum guideline of almost 30% investment in the 'cyclical leadership' theme, more than at any time since inception of the Fund in 2014 and representing an estimated average earnings recovery over the coming 12 months of c.25% (vs 15% for equity investments in the Fund as a whole). Bond investments were added in the month though the duration overall significantly reduced. With the fiscal stance of the new Democrat administration in Washington and the central bank fully aligned, we seem to be more and more in the practice of Modern Monetary Theory at this point, if not yet in name. **COMING UP:** Please look out for the forthcoming publication of our research paper 'Re-Powering to Net Zero' the first in our series looking into just how pervasive technology has become across all industries beyond the digital IT of the internet and its famous FAANGs.

For more information on the Endeavour Fund and investment process: www.tellsons.co.uk

NOTES

Long-term performance chart: Source: Apex, from 02.03.14 to 29.1.21, A Accumulation share class, net of fees;

Target Benchmark: The Fund aims to grow, over any five-year period, by 3-4% (net of fees) above the rate of the aggregate performance of 50% of the UK Consumer Price Index (CPI) rolling five-year average, and 50% of the FTSE Actuaries UK Conventional Gilts up to five years index, with volatility measured against MSCI World Hedged GBP index over the same period. This is a target benchmark against which the performance of the fund has been set ("Target Benchmark").

Long-term performance table: Fund inception 03.02.2014; Source: Apex, up to 29.1.21, cumulative returns.

Asset Allocation table: Source: Apex, as at 29.1.21; Active FX unhedged currency of underlying investments.

Investment Profile: Source: Apex, Bloomberg, Tellsons as at 29.1.21. Equity Profile - Dividend Yield: based on estimated annual dividends per share; PE/EPS LT Growth: Bloomberg consensus long-term estimates (98% of equity investments); Market Capitalisation: average in GBP; Bond Profile - Running Yield: based on bond coupon and price; Credit quality: weighted average credit quality of bonds; Corporate years: years to maturity or adjusted for issuer redemption options.

Volatility is based on monthly returns over the last 36 months, annualized.

Sharpe ratio for the last 12 months calculated using ICE Libor GBP 3 months as risk-free rate.

Risk Profile: SRRI indicator is published in the Fund prospectus and KIID documents and is known as the "synthetic risk and reward indicator". It is based on historical data and may not be a reliable indicator of the future risk profile of the Fund which may change. The Fund risk profile indicated is because the Fund invests in a mixture of investments and their value may vary more widely than others. Please see the Fund prospectus for more details.

IA Sector quartiles: Source: Financial Express, as at 29.1.21.

Fees: Investment fee plus administration expense = OCF (admin 0.27%) A Fixed Investment Fee 0.75%, OCF 1.02%; SP Fixed Investment Fee 0.40%, OCF 0.67% (available to Charities, Pensions, SIPP, and Endowment investors); PF Performance Fee option carries no Fixed Investment Fee, solely admin expense of 0.27% (plus 20% share of outperformance vs. Performance Benchmark).

Income Yield: This is based on the most recent annualised dividend payable for the A Income share class. Administration costs applicable to the Income Units are expensed to capital and gross income paid out as distribution.



IMPORTANT INFORMATION: Tellsons Investors LLP (Tellsons) is the investment advisor to the EF Tellsons Endeavour Fund. Tellsons does not offer investment advice to investors or make any recommendations regarding the suitability of its products. No information contained in this report should be construed as advice. The value of investments can go down as well as up and non-sterling currency exposures can influence your returns. Investors may not get back the original amount invested. Past performance is not a guide to future performance. An English language prospectus and Key Investor Information Document are available for the EF Tellsons Endeavour Fund and investors should consult these documents before making an investment decision. Tellsons Investors LLP is registered in England & Wales with number OC377878 at 4 Woodfall Street, London SW3 4DJ and is authorised and regulated by the Financial Conduct Authority, 12 Endeavour Square, Stratford, London E20 1JN. WAY Fund Managers Limited is the authorized corporate director (ACD) of the EF Tellsons Endeavour Fund and is authorized and regulated by the Financial Conduct Authority, Registered Office: Cedar House, 3 Cedar Park, Cobham Road, Wimborne, Dorset BH21 7SB. Elite Fund Administration (EF) is a trading style of WAY Fund Managers Limited.

Valid at January 2021. © 2021 Morningstar. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results. For more detailed information about Morningstar Rating, including its methodology, please go to: http://corporate.morningstar.com/US/documents/MethodologyDocuments/MethodologyPapers/MorningstarFundRating_Methodology.pdf Morningstar's Sustainability Rating: Sustainability provides company-level analysis used in the calculation of Morningstar's Sustainability Score. For more detailed information about Morningstar's Sustainability, including its methodology, please go to: <http://corporate1.morningstar.com/SustainableInvesting>