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## FP TELLSONS ENDEAVOUR™

Tellsons believe there are reliable and sustainable investment returns available from *capital employed*. We look for these kind of returns in consistent equity dividends, predictable bond interest payments, and only modest amounts of earnings growth. And we tend to have more confidence in the larger companies that lead their industries, regionally or globally.

- Endeavour is our only fund
- Our money's invested in it
- Our interests aligned with investors
- No fees-on-fees of other people's funds
- No short-selling or leverage
- This is long-term investment, simply

### INVESTMENT COMMENT - JULY

Leading equity markets closed down on the month while prices on all major 10 year government bond benchmarks strengthened further, bringing yields lower. Broad-based concerns amongst investors that valuations are somewhat ahead of themselves were augmented by the rising geopolitical tensions, notably in Ukraine, triggering the downward adjustment. However, the current earnings season, well underway by the end of July, suggests continuing positive momentum: almost 90% of our companies had reported and over half saw earnings surprise on the upside, twice as many as disappointed.

FUND TYPE: UCITS IV OEIC  
STRATEGY: Total Return, GBP  
IMA SECTOR: Mixed Investment 20-60  
MORNINGSTAR: Moderate Allocation  
LAUNCH DATE: Feb 3<sup>rd</sup>. 2014  
FUND SIZE: £24m  
ACD: Fund Partners WayFM  
DEPOSITARY: Northern Trust  
AUDITORS: Grant Thornton

MINIMUM: £3,000  
ADDITIONAL: £500  
REGULAR SAVINGS: £50 per month  
DEALING/NAV: Daily/Noon  
INCOME YIELD: est. 3-4%  
DISTRIBUTION: Jul/Nov

#### ONGOING CHARGES FIGURES (OCF):

RF <£1m 1.30% (estimate)  
IF >£1m 1.05% (estimate)

PF Performance Fee  
PF is an additional share class which gives investors the option of paying a variable fee depending on the performance of the fund against its benchmark.

ENTRY/EXIT: 0%

(Please See Notes, Fees for further details)

Total Returns % (*)	Endeavour (£)	Benchmark (£)	FTSE (£)	DAX (€)	S&P 500 (\$)	MSCI (\$)	Corp Bonds (\$)
Month	-0.74	0.21	-0.11	-4.33	-1.38	-1.21	-0.64
Quarter-to-date	-0.74	0.21	-0.11	-4.33	-1.38	-1.21	-0.64
Year-to-date (*)	-0.06	0.96	5.59	1.09	9.44	9.26	3.74
Since inception (*)	-0.06	0.96	5.59	1.09	9.44	9.26	3.74
<b>Volatility:</b>							
Annualised	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
12 months (rollg.)	n.a.	n.a.	9.32	11.82	8.29	9.12	2.79
Since inception	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

\* Based on the RF Accumulation shareclass, inception 03.02.2014 See Notes

%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YEAR
2014	-1.15	1.00	0.07	-0.74	0.92	-0.55	-0.74	-	-	-	-	-	-
2013	4.17	1.88	-0.33	0.94	0.37	-3.75	4.33	-2.61	0.30	2.05	-0.67	0.75	7.43
2012	-	-	-	-	-	-	-	-	-	-	1.52	1.52	3.04

Audited model portfolio returns are outlined, Oct.12-Jan.14. They are not a reliable indicator of future performance. See Notes

Top 5 Equity Holdings		Top 5 Bond Holdings		
Company	Holding	Company	Call Date / Maturity	Holding
Schlumberger	2.6%	Veolia	2018 (49)	4.6%
Givaudan	2.1%	General Electric	2017 (67)	4.4%
National Grid	2.1%	Orange	2018 (49)	2.7%
CVS Caremark	2.1%	Investec	2022	2.6%
Union Pacific	2.0%	Scottish S Electric	2015 (49)	2.5%
<b>TOTAL</b>	<b>10.9%</b>	<b>TOTAL (*)</b>		<b>16.8%</b>

See Notes

Class	Unit Type	ISIN	SEDOL	Bloomberg Ticker	Morningstar
RF	Inc	GB00BJ391D69	BJ391D6	FPERRIG:LN	F00000SGOA
RF	Acc	GB00BJ391F83	BJ391F8	FPERRAG:LN	F00000SGOB
IF	Inc	GB00BJ391G90	BJ391G9	FPEIIG:LN	F00000SGOC
IF	Acc	GB00BJ391H08	BJ391H0	FPERIAG:LN	F00000SGOD
PF	Acc	GB00BJ391J22	BJ391J2	FPEPRAG:LN	F00000SGOE

#### PLATFORM PARTNERS:



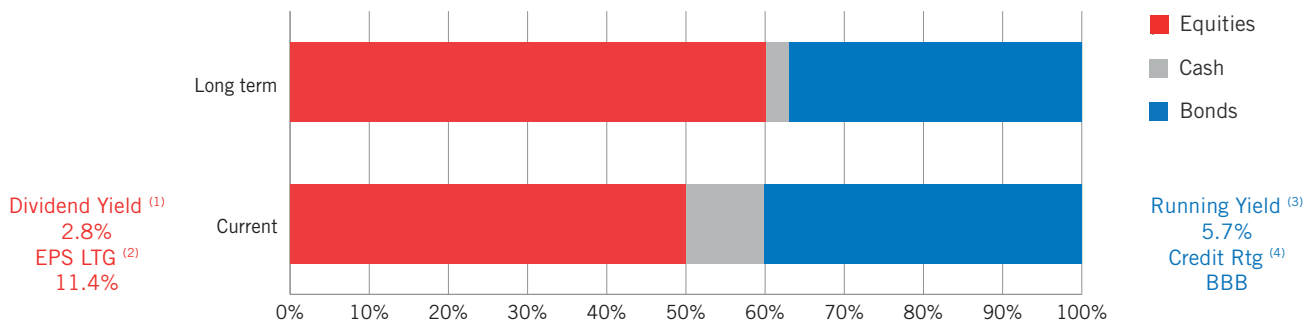
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## ACTIVITY

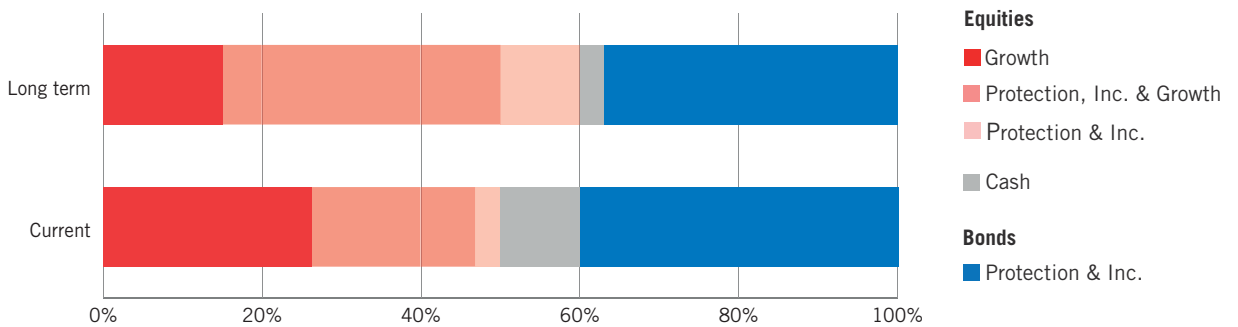
We further reduced our Euro-denominated bond holdings - a process we had begun in June - and thereby increased the running yield on our bond holdings from 5.2% to 5.7%. We added selectively to our equities, mainly in the US.

### Long Term Allocation vs Current



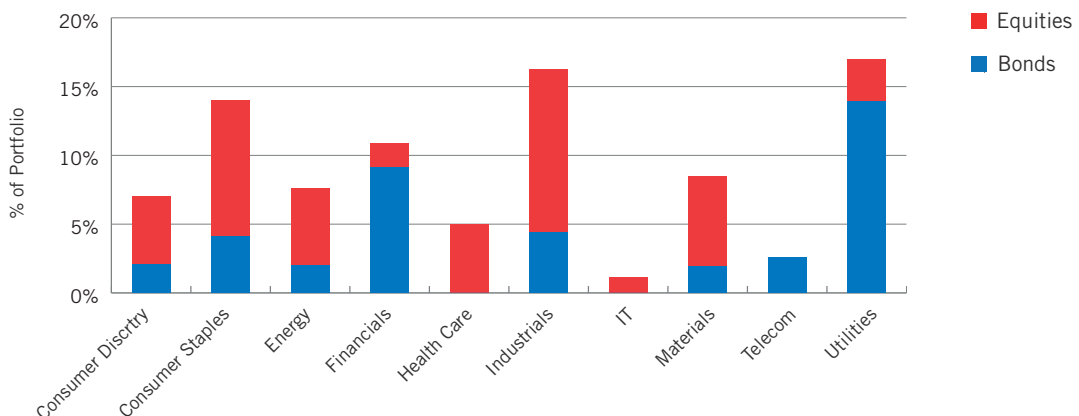
(1-4) See Notes  
Derivatives may be used to reduce some of the risks of our investments. See Fund Prospectus.

### Protection Income & Growth



See Notes

### Sector Weights



GICS: Global Industry Classification Standard

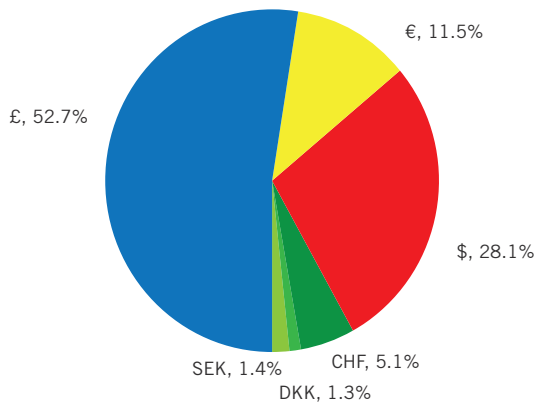
See Notes

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## PERSPECTIVE

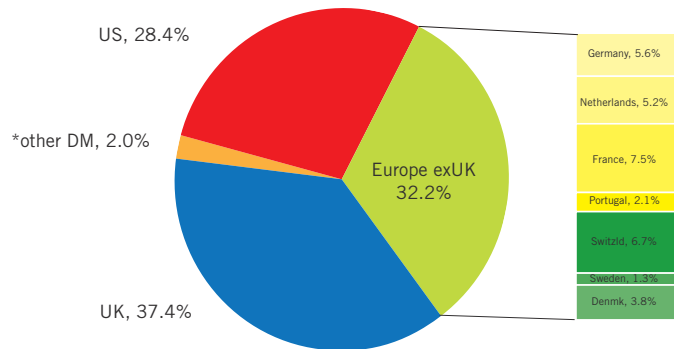
As regular readers of our monthly reports will note, we have been expecting something of this recalibration for some months now. Global economic data remains mixed but on balance is inclining towards the positive driven, as usual, by the US. There are indications that tougher economic sanctions on Russia will impact a number of companies, notably in Europe, and the repercussions of these sanctions will continue to weigh on market sentiment in the short-term.

### Currency Exposure



*Non GBP currency exposure is unhedged and can enhance and reduce returns*

### Country Exposure



*\*DM - Developed Markets*

## Risk & Reward



*For further details of this risk factor, please see Fund Key Investor Information Document, KIID*

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## NOTES

### Date of all data, unaudited figures

As of 31st July 2014. (unless explicitly mentioned below)

### Source for all data

Tellsons Investors LLP, Apex Fund Services, Bloomberg  
Numbers may not add up due to rounding.

### Performance & Volatility Table *(PAGE 1)*

#### Inception 03.02.2014;

Endeavour returns are based on RF Accumulation share class, net of fees; All returns are total returns in local currencies; FTSE - FTSE 100, MSCI ñ MSCI ACWI (All Country World Index), Corp Bonds ñ Barclays Global Aggregate Corporate Bonds; Benchmark return is the average of FTSE UK Gilts (<5yrs) and 5-year rolling UK CPI; Volatility is historical volatility: indices sourced from Bloomberg, Endeavour and Benchmark sourced from Apex Fund Services/Statpro.

### Monthly Returns *(PAGE 1)*

#### The public UCITS FP Tellsons Endeavour Fund inception 03.02.2014.

Highlighted and outlined monthly returns show model, real cash, pre-launch portfolio returns from Oct.12 - Jan.14 and are audited.

### Long Term Allocation vs Current *(PAGE 1)*

(1) Dividend Yield: based on 12 months trailing dividends per share and current price as an average for the portfolio; (2) EPS LT Growth: Bloomberg consensus long term EPS growth estimates for equity holdings; (3) Running Yield: based on coupon and current bond price; (4) Credit Rating: S&P weighted average rating of bond holdings.

### Top 5 Investments in Equities and Bonds *(PAGE 3)*

(\*): Bond weights include accrued interest

## Fees

RF <£1m Fixed Investment Fee 1.00%, ONGOING CHARGES FIGURE (OCF): 1.30% (est.);

IF >£1m Fixed Investment Fee 0.75%, ONGOING CHARGES FIGURE (OCF): 1.05% (est.);

PF Performance Fee carries no Fixed Investment Fee: admin costs est. 0.30%; plus 20% share of Outperformance vs the Benchmark: the average of a Gilts index total return (shorter than 5 years) and CPI inflation

(Please see Prospectus for further details and illustrations)