




Fact sheet - December 2024

Fund Information

	Lead Manager:
	Keith Ashworth-Lord
	Sector:
	IA UK All Companies
	Launch Date:
	28/03/2011
Fund Size:	£415.8m
Number of Holdings:	28
ACD:	ConBrio Fund Partners Limited
Platform Availability	
Abrdn, Advance by Embark, Aegon, AJ Bell, Allfunds, Aviva, EQi, Elevate, Fidelity, Hargreaves Lansdown, Hubwise, Interactive Investor, James Hay, M&G Wealth, Morningstar wealth, Novia, Nucleus, Parmenion, Pershing, Quilter, Scottish Widows, Transact and 7IM.	
Ratings	
	ALPHA MANAGER 2022 Keith Ashworth-Lord
	

Fund Managers

Keith Ashworth-Lord

Lead Manager

Keith has over 35 years' equity market experience and is a seasoned practitioner of 'Business Perspective Investing' as championed by Benjamin Graham and Warren Buffett. Keith founded Sanford DeLand in 2010. He holds a BSc in Astrophysics and a MSc in Management Studies and is a Chartered Fellow of the Chartered Institute for Securities & Investment.

Eric Burns

Deputy Manager

Eric has over 25 years' experience of UK equity markets. He joined Sanford DeLand in 2020, to lead the stock research process for the UK Buffettology and Free Spirit Funds. He is a Chartered Fellow of the CISI and was voted Analyst of the Year at the 2015 UK SmallCap Awards.



SDL Investment Team

From left to right:

Eric Burns, Chloe Smith, Keith Ashworth-Lord & David Beggs

Chloe Smith

Investment Analyst

Chloe joined in October 2021 as an Investment Analyst, with experience in UK and European equity research, as well as in sustainable and responsible investment. She graduated with an LLB in Law and a MSc in International Financial Analysis from Newcastle University.

David Beggs

Investment Analyst

David joined Sanford DeLand in October 2020 as an Investment Analyst. He has a First Class Degree in Economics from Newcastle University and is a CFA Charterholder.

Share Class Information

Share class	Min. Investment	Min. Saver	Initial Charge	Investment Adviser Fee	Ongoing Charge *	Payment Dates	ISA Eligible	ISIN	CITI Code	Bloomberg	MEXID
General Income	£500	£50	0.00%	0.95%	1.0%	30 th Apr 31 st Oct	Yes	GB00BKJ9C676	K6LW	PRESINI:LN	BDAADV
General Accumulation	£500	£50	0.00%	0.95%	1.0%	30 th Apr 31 st Oct	Yes	GB00BFOLDZ31	O5M6	CSUKBIA:LN	CFSMC

Fund Objective and Strategy

The investment objective of the Fund is to seek to achieve an annual compounding rate of return over the long term, defined as five to ten years, which is superior to the median performance of all of the funds forming the official peer group of which the Fund is part. 'Peer group' is defined as being the Investment Association sector to which the Fund has been allocated (currently being the UK All Companies Sector) or to which it may be allocated in the future, as determined by that body. Investments will be made principally in UK equities, applying the methodology of Business Perspective Investing.

Pricing Spread: Bid-Bid Data Frequency: Daily Currency: Pounds



A—CFP—SDL UK Buffettology General Inc TR in GB [256.52%]

B—IA UK All Companies TR in GB [129.51%]

28/03/2011—29/11/2024 Data from FE fundinfo 2024

Cumulative Performance (%)

	1 Mth	3 Mths	1 Yr	3 Yrs	5 Yrs	Since Launch
Fund	4.72	1.80	15.74	-11.36	-0.59	256.52
Sector	2.20	-1.27	15.33	11.59	22.14	129.51
Rank	6/229	13/228	86/228	206/221	202/212	6/164
Quartile	1	1	2	4	4	1

Discrete Performance (%)

	2024 YTD	2023	2022	2021	2020	2019
Fund	11.15	1.10	-23.38	8.76	3.85	25.25
Sector	9.38	7.38	-9.06	17.25	-6.01	22.24
Rank	50/228	222/237	226/254	235/247	32/244	74/240
Quartile	1	4	4	4	1	2

Discrete Year to Quarter End Performance (%)

	Q3 2023	Q3 2022	Q3 2021	Q3 2020	Q3 2019
	Q3 2024	Q3 2023	Q3 2022	Q3 2021	Q3 2020
Fund	12.10	5.61	-31.79	28.17	-0.83

Source of performance data: FE fundinfo as at 29/11/2024.

Past performance is not a guide to future performance.

Investment in the Fund carries the risk of potential loss of capital.

* With effect from 01 June 2024, the Ongoing Charge has been capped at 1.0%.

Top 10 Holdings (%)

Games Workshop Group	9.77%
Relx	5.68%
Jet2	5.19%
London Stock Exchange	5.15%
Rollins	4.99%
AB Dynamics	4.71%
Experian	4.53%
Bioventix	4.49%
Next	4.06%
Softcat	3.99%

Sector Allocation (%)

Financial Services	18.05%
Leisure Goods	10.86%
Support Services	10.37%
Software & Computer Services	9.59%
Industrial Engineering	7.05%
Cash	5.86%
Media	5.69%
Travel & Leisure	5.19%
Food & Beverages	4.97%
Pharmaceuticals & Biotechnology	4.49%
Retailers	4.06%
Construction & Materials	4.04%
Technology Hardware & Equipment	3.89%
Real Estate	3.82%
Chemicals	2.07%

Important Information

This document, which is approved and issued by Sanford DeLand Asset Management Limited (SDL), provides information about the CFP SDL UK Buffettology Fund (the Fund). ConBrio Fund Partners Limited (CFP) is the Authorised Corporate Director (ACD) of the Fund. SDL is the appointed Investment Adviser to the Fund. CFP and SDL are authorised and regulated by the Financial Conduct Authority (FCA).

This document does not constitute or form part of, and should not be construed as, an invitation or offer to buy or sell shares in the Fund and neither this document nor anything contained or referred to in it shall form the basis of, or be relied on in connection with, any offer or commitment whatsoever.

The value of shares and the income generated from them can fall as well as rise and are not guaranteed. Investors may not get back the amount originally subscribed. Equity investments should always be considered as long term.

Investors should not purchase shares in the Fund except on the basis of information contained in the Fund's Prospectus. We recommend that investors who are not professional investors should contact a professional adviser. The Fund's Prospectus and Key Investor Information Document (KIID) are available from www.conbriofunds.com or direct from ConBrio Fund Partners Limited.

All data as at 29/11/2024 unless otherwise stated.

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Fund Commentary

The Fund continued its recent run of strong performance during November with an increase of 4.7% in both the Accumulation and Income class share prices to 135.95p and 325.37p, respectively. As you know, we judge ourselves over the long-term, which we define as a minimum of five years, but even so I am delighted to tell you that Buffettology was the 6th best performing fund out of the 229 in its benchmark sector, the IA UK All Companies, last month. By comparison, the UK market was up by 2.1% and the sector 2.2%. With the pickup in performance latterly, the Fund is now top quartile over 3 and 6 months and second quartile over 12 months. Winners outnumbered losers by 19 to 9. Of the twelve company updates released during the month, nine were in line with expectations and three – Games Workshop (+16.1%), AB Dynamics (+11.4%) and Jet2 (+9.3%) – were ahead.

Despite this, the year to date has remained challenging – not because of performance but rather because of continuing outflows from the Fund at a time when the team are identifying a number of outstanding long-term opportunities to deploy capital, more on which later. Whisper it softly but the macro is improving and we are becoming ever more confident that some of the headwinds we have faced since late 2021 are now being replaced by tailwinds including lower inflation and interest rates. Also, no matter what your view on the Labour government or the Republican trifecta, the fact is we have political certainty for several years ahead. In our view, these are the factors driving the improved near-term performance. That, and the chronic undervaluation of certain quality businesses in the portfolio.

Our investment strategy, along with many others in the UK, has gone through a prolonged difficult period for performance. We refer to 2022 as our *annus horribilis* when quality-growth-compounders in particular, and UK small and mid-cap equities in general, were shunned by investors. That year's outcome is still impacting our 3-year performance but will begin to drop out of the comparatives as we move into 2025. Note how those more recent statistics have been stronger.

It is also worth highlighting that the growth of passive investing in the place of our active style is embedding its own risks, mainly those of concentration and stretched valuations. The performance of these passive funds has largely relied upon that of a small number of mega cap stocks, known in the US as 'The Magnificent Seven'. This phenomenon is doubtless why Goldman Sachs recently forecast that the S&P 500 index will only return a compound annual growth rate (CAGR) of 3% over the next 10 years, well below the average of returns over the last 100 years. This is particularly good news for active managers such as us to prosper from the broadening of stock market returns, especially among our underappreciated and undervalued universe of small and mid-cap companies. Going into the new year, we are more confident than we have been for several years that the pendulum is finally swinging back in our favour, which, we are seeing, has not gone entirely unnoticed by asset allocators.

During the month, there were three standout performers all delivering gains of greater than 15%. Leading the pack was Craneware (+17.0%). The company released a reassuring trading update for 2025 at its recent AGM but arguably the bigger driver was the shares' AIM status. This benefited from the decision in the Budget to reduce – rather than abolish – the inheritance tax relief of holding such shares. The second-best performer was Games Workshop (+16.1%), which announced trading ahead of expectations. Core revenue in the half-year just ended is expected to be "not less than" £260m, 10% ahead of a challenging prior-year comparator. Meanwhile, licensing income has more than doubled to £30m, likely driven by the success of the *Warhammer 40,000: Space Marine 2* video game that we highlighted last month. Licensing income carries little fulfilment cost, so is exceptionally high margin (87% in the prior year). This has helped to increase pre-tax profit by 25% to "not less than" £120m. Finally, there was perhaps some relief that Focusrite (+15.3%) released full-year results that were in line with expectations.

As already mentioned, we have identified several new opportunities for investment and have just added one in the form of IntegraFin, the operator of the Transact platform for financial advisers. We have followed this business since its IPO in 2018 and it exhibits many of the characteristics we look for. It operates in a structural growth market and has consistently gained market share, a reflection of its market-leading service levels and platform functionality. The latter is underpinned by having full ownership and control over the platform technology in-house (a rarity in this market). Feedback from our channel checks has been overwhelmingly positive. The platform business model is inherently scalable with margin expansion set to resume as the benefits of the current digitisation programme come through. The business is capital light with a rock-solid balance sheet. The CEO has been with the Group for over 15 years, while co-founder and 10% shareholder Michael Howard remains actively involved as an Executive Director. In the period post-IPO, the following compound annual growth rates have been achieved; platform assets +12%, revenue +8%, pre-tax profit +8%, earnings per share +7% and dividend per share +10%. We believe this steady compounding can continue well into the future. With Hargreaves Lansdown (+0.4%) soon to leave the public market, IntegraFin is a natural replacement in the portfolio.

Sources: Sanford DeLand Asset Management and FE fundinfo 29/11/2024.

Past performance is not a guide to future performance.
Any views expressed are the Fund Manager's and as such are subject to change, without notice, at any time.

Contact Information

Sanford DeLand Asset Management
7 Park Row, Leeds LS1 5HD
0113 350 1820
www.sanford-deland.com

Dealing Information & General Enquiries:
ConBrioEnquiries@uk.dstsystems.com
0330 123 3739 (UK)
+44 (0)20 3975 1021 (International)

Authorised Corporate Director
ConBrio Fund Partners
Exchange Building, St. Johns Street, Chichester,
West Sussex PO19 1UP
www.conbriofunds.com