

Magellan High Conviction Fund

Fund Update: 31 March 2014

Key Facts

Portfolio Manager Hamish Douglass	Management and Administration Fee ¹ 1.50% p.a.
Structure Global Equity Fund, \$AUD	Buy/Sell Spread ¹ 0.10%/0.10%
Inception date 1 July 2013	Fund Size AUD \$119.7 million
Performance Fee ¹ 10.0% of the excess return of the units of the Fund above the Absolute Return performance hurdle (10% per annum). Additionally, the Performance Fees are subject to a high water mark.	
¹ All fees are exclusive of the net effect of GST	

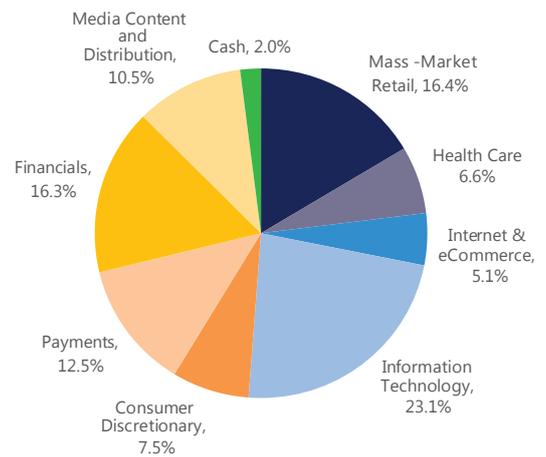
Regional Breakdown

	%
Multinational	24.2
North America	66.1
United Kingdom	7.7
Australia	0.0
Europe	0.0
Japan	0.0
Asia Ex-Japan	0.0
Cash	2.0
TOTAL	100

AUD Performance²

	Composite %	Index % ³	Excess Return %
1 Month	-3.3	-3.3	0.0
3 Months	-0.7	-2.3	1.6
6 months	14.3	10.3	4.0
Since Inception	16.9	16.8	0.1

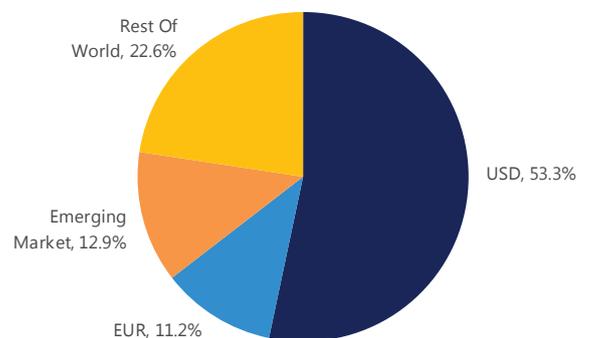
Industry Exposure by Source of Revenues⁵



Top Five Holdings in Alphabetical Order

	Sector
DirectTV	Consumer Discretionary
eBay Inc	Information Technology
Microsoft Corp	Information Technology
Oracle	Information Technology
Target Corp	Consumer Discretionary

Geographical Exposure by Source of Revenues⁵



Key Features

- Unconstrained, highly concentrated
- High quality global equity strategy
- High individual stock exposures - 8 to 12 stocks
- Ability to actively hedge currency exposures
- Maximum cash position of 50%
- \$100,000 minimum initial investment

²Calculations are based on exit price with distributions reinvested, after ongoing fees and expenses but excluding individual tax, member fees and entry fees (if applicable). Fund Inception 1 July 2013.

³MSCI World Net Total Return Index (AUD)

⁴Multinational: Greater than 50% of revenues outside home country.

⁵Calculated on a look through basis based on underlying revenue exposure of individual companies held within the portfolio.

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Important Information: Units in the Magellan High Conviction (Fund) are issued by Magellan Asset Management Limited (ABN 31 120 593 946, AFS Licence No 304 301). Past performance is not necessarily indicative of future results and no person guarantees the future performance of the Fund, the amount or timing of any return from it, or that it will achieve its investment objective. This material has been provided for general information purposes and must not be construed as investment advice. This material has been prepared without taking into account the investment objectives, financial situation or particular needs of any particular person. Investors should consider obtaining professional investment advice tailored to their specific circumstances and should read the relevant Product Disclosure Statement (PDS) prior to making any investment decisions. The PDS is available at www.magellangroup.com.au or can be obtained by calling 02 8114 1888.



Market Commentary

In the first quarter of 2014, markets struggled for direction amid mixed US employment, consumption and housing data, all of which were likely impacted by adverse weather conditions. Elsewhere, the escalating geopolitical situation in the Ukraine, culminating in Russia's annexation of Crimea, gave rise to near-term uncertainty, while the ECB stressed their capability of undertaking further monetary policy actions, if need be, to combat low Eurozone inflation.

Against this backdrop, global equity markets ended the quarter slightly higher. In regional terms, Europe and North America made modest gains, the latter despite further asset purchase tapering from the Federal Reserve. On the negative, Japan underperformed as its GDP growth slowed and its trade position weakened.

Investors should not be distracted by short-term data trends. In our view, the drivers of US economic growth are gathering strength, justifying the Federal Reserve's moves to end Quantitative Easing and gradually normalise monetary policy. Higher interest rates will be disruptive to markets, particularly those where investors have sought duration and higher yields and, as a result, we continue to consider the unwinding of Quantitative Easing as the single most important factor that will impact markets and economies over the next few years.

Fund Commentary

As at 31 March 2014, the Fund consisted of 11 investments (compared to 11 investments at 31 December 2013). The top five investments represented 52.5% of the Fund at 31 March 2014, while they represented 53.6% at 31 December 2013.

Over the quarter, the three stocks with the strongest returns in local currency were DirecTV (+10.6%), which showed good margin performance across regions and announced above-consensus guidance, Wells Fargo (+10.2%) which rose on the prospect of higher interest rates, and Microsoft (+10.2%) which saw continued strength in its enterprise businesses as well as the first strategic changes by its new CEO. The three stocks with the weakest local currency returns were Tesco (-11.7%), which suffered a weak Christmas period and may face increased competitive action from its peers, Target (-3.8%), whose fourth quarter results were impacted by a well-publicised credit card data breach, and Visa (-2.9%), likely reacting to its market exposure to Russia.

The Fund is fully invested, despite the strong rise in equity markets in 2013, as we believe its holdings have appealing valuations and should deliver attractive returns for investors over the next 3-5 years. The Fund remains positioned to benefit from a strengthening US economy, along with normalisation of interest rates and capital market activity.

Key Stock in Focus - YUM Brands

YUM develops, operates, franchises and licenses a worldwide system of ~38,000 restaurants under the brands of KFC, Pizza Hut and Taco Bell – each respectively a global leader in chicken, pizza and Mexican-style food categories. Units are operated by either the company (about 20%) or independent franchisees or licensees under franchise or license agreements. Franchisees, which range in size from individuals owning just one restaurant to large publicly traded companies, operate the restaurants, invest the capital and pay YUM a royalty based on sales. As measured by system sales, YUM is second to McDonald's globally, but the leader in emerging markets by a sizeable margin.

YUM has established a very significant business in China where it has more than 6,000 restaurants, over 5,000 of which are owned and operated by the company itself. China alone accounted for 40% of YUM's operating profits in its last financial year. YUM is the dominant player in the country and KFC is a top-3 brand with deep customer recognition. In 2013, however, KFC became embroiled in a food safety issue which garnered national headlines and severely impacted both customers' perceptions of the brand and sales. Two of KFC's chicken suppliers were found to have used excessive amounts of antibiotics in late 2012; the public outcry saw KFC's same store sales drop by over 20% initially. As confidence began to be restored in early 2013, an outbreak of Avian Flu again led to consumer concerns around the safety of eating chicken and same store sales fell even further.

YUM moved quickly to address concerns, tighten controls in its supply chain and restore people's trust in the KFC brand. At the same time it stepped up efforts to reduce costs and preserve profits as it managed through the issue. However, the natural operating leverage meant a 23% decline in China profits in 2013 on a 4% decline in system sales. YUM's overall earnings per share dropped by 8.5%, breaking a decade-long run of over 13% compound annual growth.

Importantly from our perspective, we do not believe the YUM China business is permanently impaired. Indeed YUM has continued to invest aggressively in store expansion, adding a further 740 new restaurants in China in 2013, and it sees a long-run opportunity for its store numbers to more than double, or even triple, from here. The business continues to achieve cash paybacks on its investments in China of 3 years or less. While 2013 was a humbling and difficult year for the company, it also brought with it a myriad of learnings. Management grasped the opportunity to build a stronger business on the back of these and, under the strong leadership of CEO David Novak, YUM has built a culture of teamwork and humility. History suggests the company will emerge stronger, wiser, more productive and more innovative; indeed, it has already achieved sustainable cost improvements.

Through 2014, YUM is undertaking a significant campaign to restore KFC brand equity and is moving back on the offense. It is bringing excitement to consumers in China with an all-encompassing campaign that includes a refreshed and expanded menu, new uniforms, expanded digital initiatives and dynamic marketing (including celebrity endorsements). The campaign should see YUM China achieve a 40% rebound in operating profits and the group achieve at least 20% growth in earnings per share. Indeed, YUM China has already witnessed a return to positive same store sales growth and we expect this momentum to continue.

Beyond China, YUM has an unmatched scale in emerging markets, with over 10,000 restaurants, almost twice that of the next largest restaurant company, McDonalds. Already, over half of its operating profits are generated in these faster growing, rapidly-developing countries. One of the most exciting regions for YUM is Asia; clearly in China, but also in countries like India, Indonesia, Malaysia, Thailand, where vast populations are growing in affluence and YUM's KFC and Pizza Hut brands already have high brand recognition and loyalty, and compelling unit economics.

Of course this exposure comes with a different set of risks to other, more developed-market focussed companies. At present some of these markets are experiencing economic downturns, heightened inflation, currency devaluations or various combinations of these factors. Indeed, the persistent strong credit growth in China, without commensurate benefit in GDP growth, is heightening the risks around the latter's sustainability (at historically high levels). We are therefore mindful of these risks in judging YUM Brands' ultimate return prospects, and at what price the investment is good value.

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