

Target Market Assessment

CFP SDL UK Buffettology Fund

Product

The CFP SDL UK Buffettology Fund is a UCITS fund mainly investing in UK equities with the objective of achieving an annual compounding rate of return over the long term, defined as 5 – 10 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 future, as determined by that body. Investments will be made principally in UK equities with strong operating franchises and experienced management teams, applying the methodology of Business Perspective Investing.

The Fund may also invest in other transferable securities, money market instruments, units and/or Shares in other collective investment schemes, deposits, warrants, cash and near cash. The Investment Adviser will adopt a focused approach to investing in shares of those companies which it believes have strong operating franchises and experienced management teams and whose shares are undervalued and offer the potential for improved economic growth. The Fund may also invest in derivatives and forward transactions (for hedging purposes). The Fund may borrow and may enter into stock lending and underwriting transactions in accordance with COLL.

What is a UCITS

The term UCITS (undertakings for collective investments in transferable securities) Retail Scheme was introduced by the European Commission and describes funds that pool together money from different investors. The UCITS Directive provides investor protection and allows funds to be marketed within the UK to retail investors.

This Fund is set up under company law and is a sub-fund of an investment company, represented by shares that can be bought by UCITS, by definition, are non-complex instruments regardless of the underlying instruments in which the UCITS invests.

Target market

- Retail clients – all clients who are not classed as 'professional clients' or 'eligible counterparties', see below
- Professional clients – essentially, clients with the experience, knowledge and expertise to make their own investment decisions and who can properly assess the risks being taken. This could include, for example, central banks, insurance companies or an institutional investor whose main activity is to invest in financial instruments.
- Eligible counterparties – these could include clients such as investment firms, pension funds and their management companies, or other regulated financial institutions.

Knowledge and experience

- You should have basic investment markets knowledge or experience of the basic characteristics and risks of funds; and
- you should understand that all of your investment is at risk; and
- you should read the information we provide on the Fund or provided by other organisations through which you can invest in the Fund to understand the nature of the investment, including the risks and commitments; and/or
- you should have an authorised financial adviser to give you advice on the details of the investment, including risk characteristics, and to assess the suitability of the product for your circumstances.

Financial situation (ability to suffer financial loss)

- You must be in a position to be able to lose all your original investment.

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Risk tolerance

- On a scale of one to seven, this Fund has a Synthetic Risk and Reward Indicator (SRRI) ranking of 6 (as at 31 December 2020). The higher the rank the greater the potential reward but the greater the risk of losing capital. This Fund is ranked as 6 because it has experienced medium rises and falls in value since inception.
- Due to the characteristics of the types of assets and investments held, the Fund has a medium risk and reward profile. As a result, it is suitable for investors who can accept medium risk to their investment.
- The levels of income and investment growth are not guaranteed and will rise and fall.
- The SRRI is based on past data that may change over time and may not be a reliable indication of the future risk profile of the Fund. Please note that even the lowest ranking does not mean a risk-free investment.

Your aims and objectives

- The Fund may be suitable if you are looking to increase your capital and can invest for the long term (at least five years).
- If you are looking for an income, the Fund aims to pay an income through dividend distributions, twice a year
- If you are looking to grow your investment, you can reinvest your dividends.

When not to invest

This product is not suitable if you do not meet the criteria above; and/or

- need to fully protect your investment; and/or
- want on-demand full repayment of the amount invested; and/or
- have no tolerance for risk.

Distribution channels

This product is eligible for all distribution channels, including the following:

- Investment advice – this includes the adviser explaining why a fund would meet your demands and needs.
- Portfolio management – this includes where an adviser is managing a portfolio in line with your instructions on a 'discretionary basis' so does not need your approval for specific investment decisions about the portfolio.
- Non-advised sales – this includes an adviser leaving you to decide how you want to proceed, for example, after giving you general information but not making a personal recommendation.
- Pure execution services – this includes a service where you make the decision to buy or sell a fund. In other words, no firm gives any advice to you on investments or assesses whether they are appropriate for you.

Investment advice

We do not offer advice about the potential suitability of any investment. We strongly recommend you speak to a qualified financial adviser about the suitability of our funds, including the suitability of this fund for your attitude to risk.

You need to read and understand the Key Investor Information Document and Supplementary Information Document before you invest. You can also find more information in the fund prospectus. These documents include important information about the risks of investing and the charges of investing. They are published on our website.

Important Information

This document 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 and Sanford Deland Asset Management Limited (SDL) is the appointed Investment Adviser. CFP is authorised and regulated by the Financial Conduct Authority Number FRN. 229057. Registered in England and Wales No. 04605261. Registered Office: 111 Piccadilly, Manchester, M1 2HY. Sanford DeLand Asset Management Ltd (SDL) is authorised and regulated by the Financial Conduct Authority FRN. 924563. Registered in England & Wales No. 07197573. Registered office: 7 Park Row, Leeds LS1 5HD. This document does not constitute or form part of, and should not be construed as, an initiation to buy or sell units 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 units 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 the Fund referred to in this document except on the basis of information contained in the Fund's prospectus. We recommend that investors who are not professional investors should contact their professional adviser. The Fund's Prospectus and Key Investor Information Document (KIID) are available from www.conbriofunds.com.