



SMARTER SUSTAINABLE INVESTING

Q.BRANDS PREMIERE PALM-TREE ALPHA EQUITY UCITS FUND

# Q.BRANDS 3 PILLAR STRATEGY

## KEY BENEFITS

AI-POWERED INVESTMENT OPPORTUNITY

THE HOUSE OF Q.BRANDS Holding AG

Strategy Presentation

FEBRUARY 2024



Powered by AI, we are disrupting the traditional way of investing. We have created a transparent and dynamic investment strategy that responds to market conditions and is resilient in all market scenarios.

- The PE/VC industry values our disruptive investment approach because of our complementary strategy in terms of liquidity, time horizon and investment universe
- Within their ecosystem, Q.Brands is seen as an attractive bridging solution to actively manage their liquidity while looking for their next venture.



# WHY SHOULD YOU INVEST IN Q BRANDS?



# WHY SHOULD YOU INVEST IN Q BRANDS?

AI powered  
Transparent  
Investment  
Strategy  
Resilient in  
all Market  
Scenarios

Experienced  
& Reliable  
Professional  
Team

Significant  
Growth  
Opportunities

Sustainable  
Ultra  
Scalable  
High  
Margin  
Business  
Model



INTRODUCTION

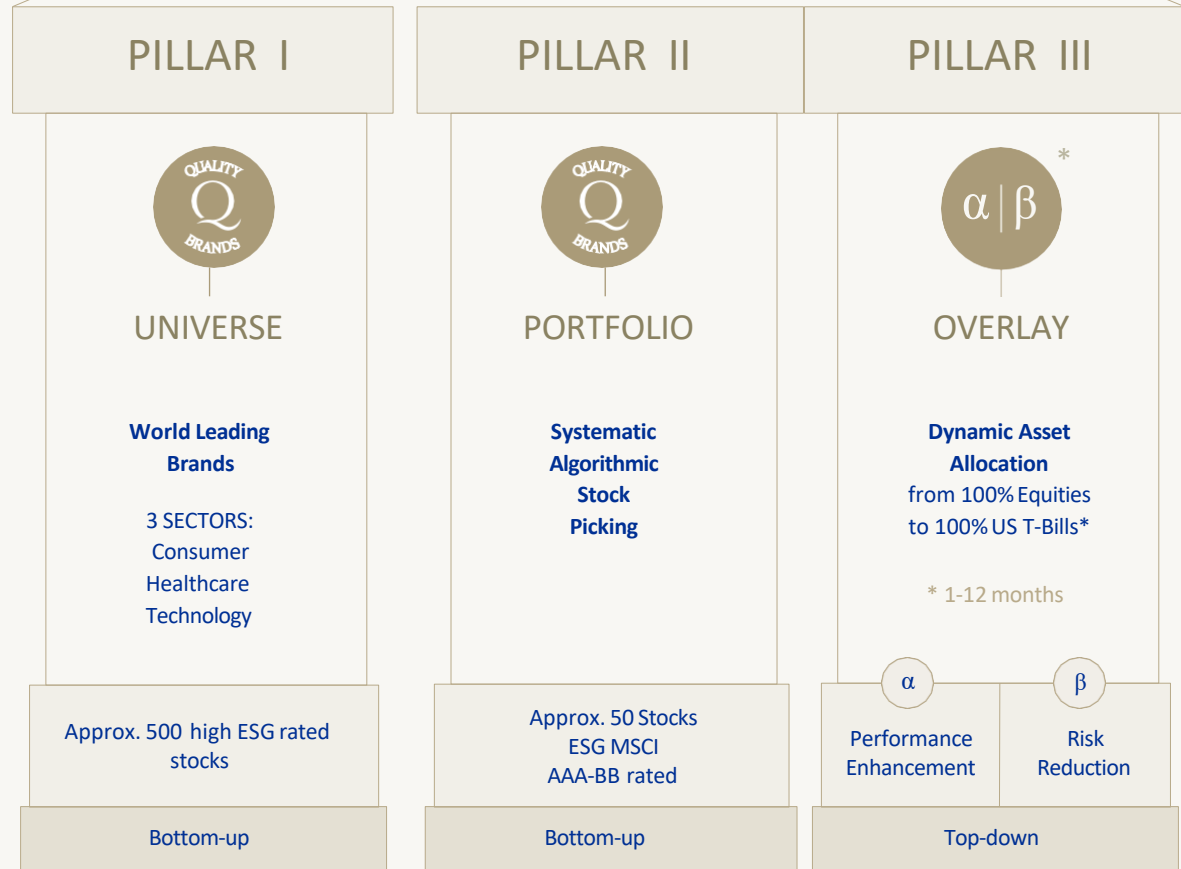
# ROBUST 3 PILLAR PROCESS

Systematic, State of the Art, Real Time Supervision & Monitoring

\* ( $\alpha$ ) Alpha is a measure of the excess return of the fund compared to an index taken as a reference. Q. Brand's is not benchmarked with any index, even if the MSCI World Index is often taken as a comparison. The alpha is therefore measured as the absolute return of the fund.

( $\beta$ ) Beta is a measure of risk, generally using the volatility of the returns around the returns of an index. Q. Brand's is not benchmarked with any index, even if the MSCI World Index is often taken as a comparison. The Beta is therefore measured as the standard deviation of the returns of the fund.

## Q. BRANDS HOUSE





## PILLAR 1 – INVESTMENT UNIVERSE

# SELECTED SECTORS FUNDAMENTALS



## CONSUMER

Consumer goods have long been the bedrock of branded companies, think Amazon, Coca-Cola, Nestlé or Nike. With some of the world's most recognisable brands falling under the consumer goods category they are seen as staples to society. As economies and individual's disposable income grow, these brands are often societal indicators to be acquired first. **In good times and bad these brands are seen as steadfast and reliable due to their extraordinary brand value with a high global reach.**



## TECHNOLOGY

Technology brands have been the shining light across markets through the 21st century with brands emerging to become goliaths across the globe, such as: Apple, Facebook, Google & Netflix. These brands are at the forefront of the 'fourth industrial revolution' and are rapidly developing into the **industries of tomorrow.**



## HEALTHCARE

**Healthcare brands have never been more in demand.** With a fast growing and aging population the needs of the world increasingly require the assistance of Healthcare, Large Pharma and Biotech to develop effective and reliable solutions to age old issues like Cancer or Alzheimer as well as to new threats like a global pandemic.

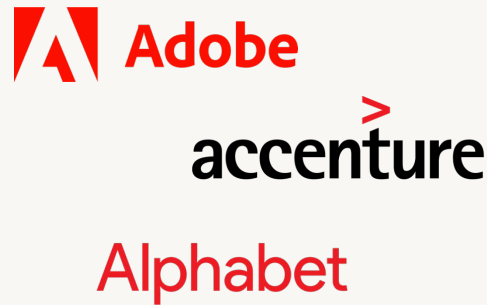


# BRAND EXAMPLES

## CONSUMER



## TECHNOLOGY



## HEALTHCARE





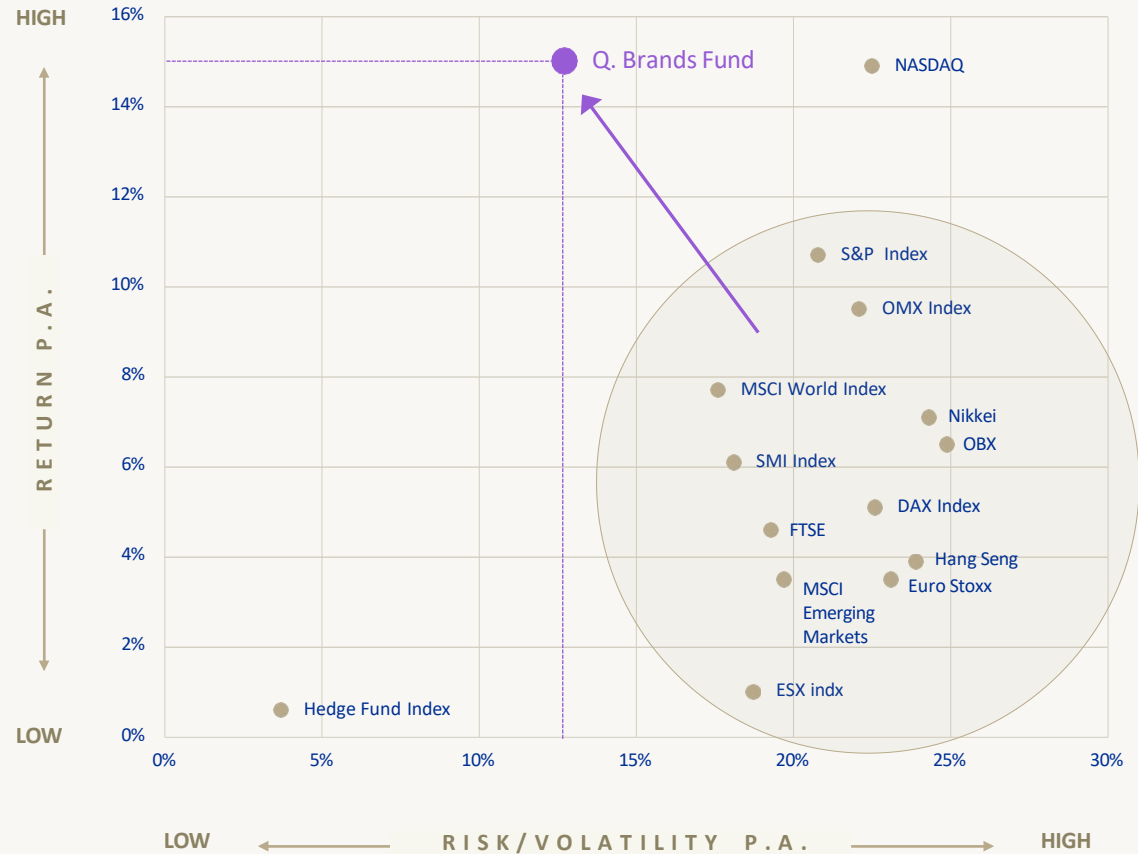
# SUPERIOR RISK ADJUSTED RETURNS WITH Q. BRANDS' ALPHA EQUITY STRATEGY

- Enhance Returns = ALPHA ( $\alpha$ )
- Reduce Risks = BETA ( $\beta$ )

\* The performance figures quoted above represent the performance of the USD Leaders Class Pooled Accumulating since 23.11.2018. Performance results prior to 16.11.2018 are hypothetical based on back-tested results. Past performance is not a reliable guide to future performance.

**ALL PERFORMANCE CALCULATIONS ARE NET OF MANAGEMENT AND PERFORMANCE FEES.**

Q. BRANDS FUND (Pro Forma) RISK/RETURN PROFILE since 2007







# OUR KEY COMPETITIVE EDGES

## - EXPERIENCE AND STATE OF THE ART TECHNOLOGY

Applying non emotional, stable, resilient investment process discipline.

Respecting rigorous Environmental, Social and Corporate Governance (ESG) factors throughout the screening process.

Adhering to strict large/mega cap liquidity criteria's and rigorous analytics in the stock selection to ensure daily liquidity.

Disrupting with cutting edge Artificial Intelligence and Machine Learning traditional way of investing

Investing in sectors (CONSUMER, HEALTHCARE AND TECHNOLOGY) benefiting from the global economic expansion and the constant growth of the world population.

Running our investment strategy on a state-of-the-art technology platform.

EXPERIENCED & HIGHLY PROFESSIONAL TEAM



## Your Operating Team



### SABINA E. VON ARX-ZUBLER

Founder and CEO, The Q. Brands House Ltd.  
London & Zurich  
[sabina.von.arx@q-brands.com](mailto:sabina.von.arx@q-brands.com)

Swiss, based in Zurich, is the Founder and CEO of the Q. Brands House Ltd. and the Delegate of the Board of the House of Q. Brands Holding AG. She has a well over 25 years of proven leadership track record and in depth international investment management experience which she gained as a **Managing Director at Morgan Stanley during well over 20 years** where she was responsible for advising European Billionaires, Entrepreneurs and their Family Offices across all Asset Classes and market cycles in order to grow their Wealth and preserve their Capital. Previously she was a Director and Portfolio Manager at **Rothschild Bank** and headed the **Jacobs Suchard Treasury** and **Klaus Jacobs Family Office** in Zurich. She started her career at **J.P.Morgan** in New York and Zurich advising Institutional and Ultra High Net Worth Clients on Collateralized Currency and Derivatives Trading and Hedging Strategies.

She holds a Master's Degree (lic. oec HSG) in Business Science, Finance and Economics from the St. Gallen Business School of Economics in Switzerland and graduated from the J.P Morgan Global Financial Markets MBA program in New York.

Sabina von Arx is an enthusiastic and passionate philanthropist. She is an active Board Member on Foundations such as: the Friends of the Villa Ephrussi de Rothschild on Cap Ferrat, ADMIA Foundation for Brain and Heart Research. She is also a Member of the BP Fellows and President of the World Scout Foundation Switzerland, globally chaired by HRM the King of Sweden and furthermore she is a Member of the Organisation Committee of the Great Ormond Street Children Hospital and Research Foundation in London and a member of Human Rights Watch.



### FREDERIC NEEFS

CIO, The Q. Brands House Ltd.  
London  
[frederic.neefs@q-brands.com](mailto:frederic.neefs@q-brands.com)

Frederic Neefs, Belgian, has over 30 years of investment experience. His particular strength is advisory in the selection of alternative investment funds.

After starting his career as a fixed income trader and later as a leveraged buy-out financing analyst, he spent **15 years with Credit Agricole Asset Management (now Amundi)** where he co-founded the alternative investment activity and grew from 1992 to 2007 a Euros 20 billion fund of hedge fund business as head of investments of the Greenway Funds.

He then joined Loze & Associates, a fund of hedge fund boutique as a partner and CIO in 2008. Since 2014 he is a Senior Advisor with Sussex Partners, an alternative investment advisory firm.

Frederic holds a BA in Economics, Social and Politic Sciences and a Master in Applied Economics and Business Sciences from the University of Louvain-La-Neuve in Belgium.



## Your Operating Team



### RONNIE SÖDERMAN

Head Quant Team  
Helsinki and London

Ronnie Söderman, PhD, Finnish, has 20 years of international quantitative asset management experience.

He is a founding partner of **Genio Capital Ltd.**, an innovative and systematic asset manager specialising in quantitative global investing and solutions for institutions and high net worth clients. The company offers numerous products in both the alternative investment and equity long-only space.

Previously, he was the Chief Quantitative Strategist at **FIM Asset Management**, an award-winning Scandinavian asset management company, implementing quantitative asset allocation, factor investing, and risk models for the asset management operations. He has also built and headed the quantitative trading desk at **Fortum** (Trading and Industrial Intelligence), a leading power utility in the Nordic countries, overseeing the proprietary trading activities, as well as pioneering systematic approaches to hedging the production portfolio. He has also managed the systematic trading desks at a financial institutions and worked for **Estlander & Partners**, an internationally renowned hedge fund manager, where he started his career, working on both the CTA and Equity Market Neutral programs.

Ronnie holds a PhD in Finance, as well as a Master's Degree in Computational Finance from the Hanken School of Economics in Finland.



### MARCUS INGELIN

COO Quant Team  
Helsinki and London

Marcus Ingelin, Finnish, has more than 20 years of international investment management experience covering different asset classes.

He is a founding partner of **Genio Capital Ltd.**, an innovative and systematic asset manager specialising in quantitative global investing and solutions for institutions and high net worth clients. The company offers numerous products in both the alternative investment and equity long-only space.

Previously, he was the Head of Hedge Fund Investments for the largest asset manager in Finland, **OP Asset Management**, with about \$40 billion in assets, managing a \$1 billion portfolio (among others the R2 Crystal Fund) and advising institutions. Throughout his career, Marcus has worked for several global institutions, gaining experience from investing in equities, bonds, currencies, credit, commodities and insurance linked securities. For example, after starting his career at Salomon Brothers, he worked at **UBS** in Switzerland as a bond trader in European bonds and credit and at **Cantor Fitzgerald** in London, where he covered Scandinavian bond repos. He also headed the execution desk and worked with quantitative research for several years at **Estlander Partners**, the oldest Scandinavian CTA.

Marcus has a Master's degree in Management Sciences and Quantitative Methods from Åbo Akademi University in Turku, Finland.

WHO  
WE ARE

WHY  
INVEST?

SUPERIOR &  
VERSATILE INVESTMENT  
STRATEGY

EXPERIENCED  
& HIGHLY  
PROFESSIONALTEAM

**PROFITABLE &  
SUSTAINABLE  
BUSINESS MODEL**

SIGNIFICANT  
GROWTH  
OPPORTUNITIES

DISCLAIMER



THE Q. BRANDS HOUSE LIMITED

**FUND**

**MANAGEMENT & PERFORMANCE FEES**



# IMPORTANT FUNDFACTS

## FUND SERVICE PROVIDERS

### Jurisdiction & Regulator:

Irish UCITS Fund; Central Bank of Ireland (CBI)

### Prime Broker / Trade Executer:

Morgan Stanley Intl.

### Global Custodian & Administrator:

Northern Trust.

### Fund Auditors:

KPMG

### Fund Platform & Daily NAV Publisher:

WAYSTONE

MontLake, [www.montlakeucits.com](http://www.montlakeucits.com)\*

## CONTACTS

+44 20 3709 3650 | +41 434562500

[www.q-brands.com](http://www.q-brands.com)

### Sabina von Arx (CEO)

[sabina.von.arx@q-brands.com](mailto:sabina.von.arx@q-brands.com)

### Frederic Neefs (CIO)

[frederic.neefs@q-brands.com](mailto:frederic.neefs@q-brands.com)

UCITS = Undertakings For Collective Investments In  
Transferable Securities

Highest Level of Investor Protection in Europe

## ATTRACTIVE PRICING

Share	Management Fee	Performance Fee (High Watermark)
Leaders Class	0.7 %	14 %
Alpha Class	1.0 %	14 %
Core Class	1.4 %	14 %
2 Income Categories	Accumulating & Distributing	
6 Reference Currencies *	\$, Euro, CHF, £, Sek, Nok	

\* Fully Currency Hedged

Liquidity	Daily T + 3
Price:	Nav (No Bid-offer Spread)
Entry Fee:	None
Exit Fee:	None



# DISCLAIMER

**Note on Hypothetical / Back-tested Performance:** Hypothetical performance results have inherent limitations. No representation is being made that any account will or is likely to achieve profits or losses similar to those shown. In fact, there are frequently sharp differences between hypothetical performance results and the actual results subsequently achieved by any particular trading program. One limitation is that they are generally prepared with the benefit of hindsight. In addition, hypothetical trading does not involve financial risk, and no such trading record can completely account for the impact of financial risk in actual trading. For example, the ability to withstand losses or to adhere to a particular trading program in spite of trading losses are material points which can also adversely affect actual results. There are numerous other factors related to the markets in general or to the implementation of any specific trading program which cannot be fully accounted for in the preparation of hypothetical performance results and all of which can adversely affect actual trading results.

**RISK WARNING:** Past performance is not a reliable indicator of future results, prices of investments and the returns from them may fall as well as rise. Investments in equities are subject to market risk. Changes in exchange rates may have an adverse effect on the value price or income of the product. MontLake Q. Brands Premiere Palm-Tree Alpha Equity UCITS Fund (the "Fund") may use higher leverage and financial derivative instruments as part of the investment process. The distribution of this report does not constitute an offer or solicitation and this notice shall not be construed as an offer of sale in any other fund managed or advised by Quay Partners Investments or Waystone Fund Management (IE) Limited ("Waystone"). Any investment in the Fund should be based on the full details contained in the Fund's Supplement Prospectus and Key Investor Information Document which, together with the MontLake UCITS Platform ICAV Prospectus, may be downloaded from the MontLake website ([www.montlakeucits.com](http://www.montlakeucits.com)). Information given in this document has been obtained from, or based upon, sources believed by us to be reliable and accurate although neither Waystone nor Quay Partners Investments accepts liability for the accuracy of the contents. The Representative in Switzerland is Waystone Fund Services (Switzerland) SA, Avenue Villamont 17, 1005 Lausanne whilst the paying agent is NPB Neue Privat Bank AG, Limmatquai 1/am Bellevue, P.O. Box, CH-8024 Zurich. The prospectus, the Key Investor Information Documents, the instrument of incorporation as well as the annual and semi-annual reports may be obtained free of charge from the representative.

In respect of the units distributed in or from Switzerland, the place of performance and jurisdiction is at the registered office of the representative. Waystone Fund Management (IE) Limited does not offer investment advice or make recommendations regarding investments. The Manager of the Fund is Waystone Fund Management (IE) Limited, a company regulated by the Central Bank of Ireland. The Investment Manager for the fund, Quay Partners Investments is authorised and regulated by Financial Conduct Authority in the UK. The MontLake UCITS Platform ICAV is registered and regulated as an open-ended Irish collective asset-management vehicle with segregated liability between sub-funds formed in Ireland under the Irish Collective Asset management Vehicles Act 2015 and authorised by the Central Bank as a UCITS pursuant to the UCITS Regulations. This notice shall not be construed as an offer of sale in the Fund. The state of the origin of the Fund is the Republic of Ireland. The performance data do not take account of the commissions and costs incurred on the issue and redemption of units. This is a marketing document and shall not be used as an offer to buy and/or sell shares. Waystone Fund Management (IE) Ltd may decide to terminate the arrangements made for the marketing of the Fund in accordance with Article 93a of Directive 2009/65/EC. Investor rights can be found here: <http://www.montlakeucits.com/index.php?cID=344>



THE Q. BRANDS HOUSE LIMITED

---

This presentation is for information purposes only, confidential, and not for onward distribution. This material is intended solely for the information of the person to whom it has been delivered. Recipients may not reproduce or transmit this information, in whole or in part, to third parties. This document may not be distributed in countries where such distribution would constitute a violation of applicable laws or regulations. This document does not constitute an offer of to invest in an investment fund. Such an offer will only be made by means of a confidential offering memorandum.