

# ELEVATE YOUR PORTFOLIO WITH TOP-TIER LUXURY BRANDS

MAMG Premium Brands Fund



Humanising Financial Services.



**Maybank**

Asset Management

## Unlock Potential Wealth with World-Class Brands

As global consumers – including the strong return of consumers from China – are drawn to the elevated world of luxury goods and services, this opens up a niche investment segment, one with a clear focus on premium brands. Introducing MAMG Premium Brands Fund (“the Fund”), designed for investors who seek to capitalise on the prestige and performance of renowned luxury brands.

The Fund strategically invests in first-class companies behind iconic brands in the industries of fashion, beauty, travel, jewellery and more, spanning across 120 premium brands globally. Seize this timely opportunity to maximise the potential of your wealth, alongside the ever growing demand for luxury.

## Why Invest in Premium Brands

### High Barriers to Entry

This niche portfolio has high barriers to entry, deterring new entrants, with the perception of being best-in-class.

### Strong Pricing Power

Premium brands have strong pricing power and are able to pass rising costs to consumers during inflationary periods.

### Spending Trend Set to Continue

Emerging markets and the buying power of Gen Y, Z and Alpha are set to dominate global luxury purchases.

Source: Pictet Asset Management

## 5 Selection Criteria for Premium Brands



# 01

### Experience & Service

- Aspirational shopping experience
- Superior client service
- Brand ecosystem

# 02

### Brand Integrity

- Integrated supply chain
- Controlled distribution
- Commitment to responsibility

# 03

### Digital Value Chain

- Data centred supply chain
- Omnichannel distribution
- Digital marketing

# 04

### Operational excellence

- Superior cash flow (CFROI)
- Strong financial discipline
- Pricing power

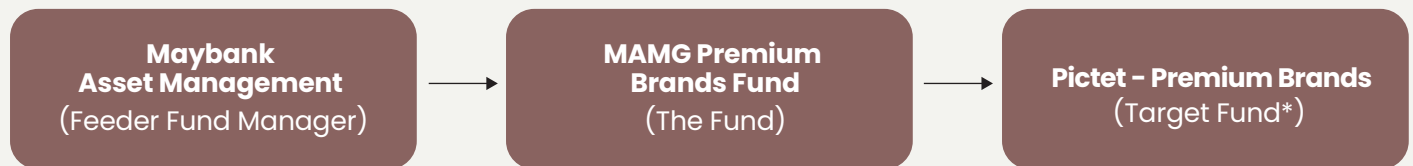
# 05

### Brand differentiation

- Expertise
- Innovation
- Heritage

## Fund Structure

Maybank Asset Management manages the Fund, which invests in a target fund as shown below.



\*Class USD Hedged-I of Target Fund, managed by Pictet Asset Management Europe S.A.

## The Target Fund in Perspective



### Historical Resilience and Strategic Adaptation

Premium brands demonstrated resilience during the 2018 tariff challenges by responding with strategic price adjustments and agile supply chain shifts. With strong brand equity and healthy margins, high-end players successfully managed rising costs while continuing to deliver the experience and value their customers expect.



### Global Reach and Strategic Manufacturing

Premium brands mitigate tariff exposure and maintain operational flexibility in key markets through a diversified global presence and strategies like "made in x for x."

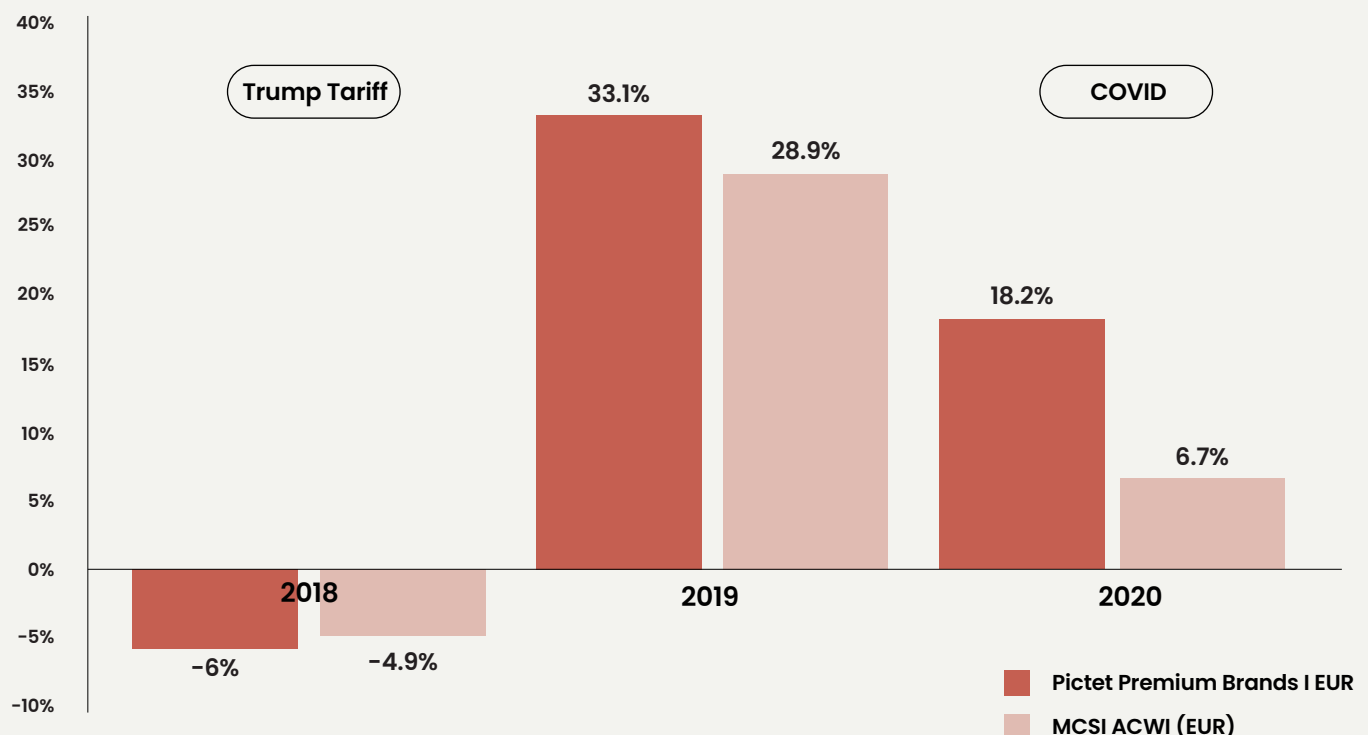


### Customer Loyalty and Brand Integrity

Strong customer loyalty and brand integrity maintain demand, as high-end consumers rarely trade down in economic uncertainty.

Source: Pictet Asset Management, 2024

## Premium Brands Remain Resilient



Source: Pictet Asset Management, 2024

## Key Fund Data

Fund Name	MAMG Premium Brands Fund				
Manager	Maybank Asset Management Sdn Bhd (“MAM” or “Manager”)				
Launch Date	18 June 2024				
Fund Category	Feeder Fund (retail)		Asset Class	Equity	
Fund Type	Growth		Trustee	TMF Trustees Malaysia Berhad	
Name of the Target Fund	Pictet – Premium Brands		Base Currency	USD	
Management Company of the Target Fund	Pictet Asset Management (Europe) S.A.				
Class	MYR	MYR (Hedged)	USD	SGD (Hedged)	AUD (Hedged)
Initial Offer Price	RM0.50	RM0.50	USD0.50	SGD0.50	AUD0.50
Investment Objective	The Fund seeks to provide capital growth by investing in the Target Fund.				
Investment Policy & Strategy	The Fund seeks to achieve its investment objective by investing a minimum of 90% of its NAV in Class USD Hedged-I of the Target Fund. The Target Fund is a fund managed by Pictet Asset Management S.A., Geneva, which the Management Company has delegated to. The Target Fund was launched on 31 May 2005 and is domiciled in Luxembourg.				
Benchmark	MSCI AC World Daily TR Gross				
Asset Allocation	Asset Type	% of Net Asset Value (NAV)			
	Target Fund	Minimum 90% of the Fund’s NAV			
	Liquid Assets*	Up to 10% of the Fund’s NAV			
	*Liquid assets comprise of deposits with financial institutions and money market instruments.				
Investor’s Profile	The Fund is suitable for investors who: a) wish to invest on a worldwide level in the shares of companies that specialise in high-end products and services; b) have medium to long term investment horizon; and c) are willing to tolerate the risks associated with investing in the Target Fund.				
Distribution Policy	Distribution, if any, shall be incidental and at the discretion of the Manager.				
Mode of Distribution	All income distribution will be reinvested into additional Units in the Fund. We will create the Units based on the NAV per Unit* at the income reinvestment date (which is within seven (7) Business Days from the Ex-distribution Date). *There will be no cost to Unit Holders for reinvestments in new additional Units.				
Sales Charge	Up to 6.50% of the NAV per Unit.				
Annual Management Fee	Up to 2.00% per annum of the NAV of each Class.				
Annual Trustee Fee	0.04% per annum of the NAV of the Fund (excluding foreign custodian fees and charges).				
	MYR	MYR (Hedged)	USD	SGD (Hedged)	AUD (Hedged)
Minimum Initial Investment	RM1,000	RM1,000	USD1,000	SGD1,000	AUD1,000
Minimum Additional Investment	RM100	RM100	USD100	SGD100	AUD100
Minimum Holding of Units	1,000 Units				
Minimum Redemption of Units	None, provided the minimum Unit holdings requirement is met.				
Payment of Redemption Proceeds	The redemption proceeds will be paid to the Fund on the third (3 <sup>rd</sup> ) Business Day from the day the respective shares are redeemed by the Target Fund and the Fund will pay to the Unit Holders within eight (8) Business Days from the day the Target Fund redeems the shares pursuant to the Fund’s redemption application.				
Cooling-Off Period	The cooling-off period shall be for a total of six (6) Business Days commencing from the date the application for Units is received by us.				

For more information on MAMG Premium Brands Fund, please contact your Relationship Manager or Maybank Asset Management's Client Servicing Team at **+603 2297 7888** or visit **[www.maybank-am.com.my](http://www.maybank-am.com.my)**

**Maybank Asset Management Sdn. Bhd.** (Co. Reg. No. : 199701006283 (421779-M))

Level 12, Tower C, Dataran Maybank, No. 1 Jalan Maarof, 59000 Kuala Lumpur Malaysia.

Telephone +603 2297 7888 Facsimile +603 2715 0071 [www.maybank-am.com.my](http://www.maybank-am.com.my)

Disclaimer: This brochure contains a brief description of the Fund and is not exhaustive. Investors are advised to request, read and understand the Prospectus before deciding to invest. The Prospectus for MAMG Premium Brands Fund dated 18 June 2024 and its supplementaries if any ("Prospectus") have been lodged with the Securities Commission Malaysia ("SC"), who takes no responsibility for its contents. A copy of the Prospectus can be obtained at our office or at our distributor's branches. Investors are again advised to read and understand the content of the Prospectus before investing. Among others, Investors should consider the fees and charges involved. The price of units and distribution made payable, if any, may go down as well as up. The past performance of the Fund should not be taken as indicative of its future performance.

SC's approval or authorisation, or the registration, lodgement or submission of the Prospectus does not amount to nor indicate that the SC has recommended or endorsed the Fund or the advertisement, nor reviewed this brochure.