

# PRODUCT HIGHLIGHTS SHEET

## PACIFIC ASIA BRANDS FUND

### RESPONSIBILITY STATEMENT

This Product Highlights Sheet has been reviewed and approved by the Board of Directors of Pacific Mutual Fund Bhd and they collectively and individually accept full responsibility for the accuracy of the information. Having made all reasonable inquiries, they confirm to the best of their knowledge and belief, that there are no false or misleading statements, or omission of other facts which would make any statement in the Product Highlights Sheet false or misleading.

### STATEMENT OF DISCLAIMER

The Securities Commission Malaysia has authorised the issuance of Pacific Asia Brands Fund and a copy of this Product Highlights Sheet has been lodged with the Securities Commission Malaysia.

The authorisation of the Pacific Asia Brands Fund and lodgment of this Product Highlights Sheet, should not be taken to indicate that the Securities Commission Malaysia recommends the Pacific Asia Brands Fund or assumes responsibility for the correctness of any statement made or opinion or report expressed in this Product Highlights Sheet.

The Securities Commission Malaysia is not liable for any non-disclosure on the part of Pacific Mutual Fund Bhd, responsible for the Pacific Asia Brands Fund and takes no responsibility for the contents of this Product Highlights Sheet. The Securities Commission Malaysia makes no representation on the accuracy or completeness of this Product Highlights Sheet, and expressly disclaims any liability whatsoever arising from, or in reliance upon, the whole or any part of its contents.

### PRODUCT HIGHLIGHTS SHEET

**This Product Highlights Sheet only highlights the key features and risks of this unlisted capital market product. Investors are advised to request, read and understand the disclosure documents before deciding to invest.**

### BRIEF INFORMATION ON THE PRODUCT

#### 1. What Is This Product About?

<b>Product Type</b>	Unlisted unit trust fund (open-ended)
<b>Manager</b>	Pacific Mutual Fund Bhd (336059-U)
<b>Trustee</b>	a) HSBC (Malaysia) Trustee Berhad (1281-T) (up to 30 September 2017) b) CIMB Commerce Trustee Berhad (313031-A) (effective 1 October 2017)

### PRODUCT SUITABILITY

#### 2. Who Is This Product Suitable For?

An investor who is seeking high capital growth over the medium to long term.

***Unit prices and distributions payable, if any, may go down as well as up. The investor may not get back the full amount invested and the principal amount invested may be at risk.***

### KEY PRODUCT FEATURES

#### 3. (a) What Am I Investing In?

<b>Fund Category</b>	Equity
<b>Fund Type</b>	Growth
<b>Base Currency</b>	Ringgit Malaysia (RM)
<b>Distribution</b>	Income, if any, will be distributed annually.
<b>Financial Year End</b>	31 March
<b>Issuance Date</b>	20 January 2006
<b>Issuance Price</b>	RM0.5000

**INVESTMENT OBJECTIVE**

The Fund aims to provide high capital growth in the medium to long term by investing in a portfolio of listed companies that have strong brand equity in the Asian region.

**INVESTMENT POLICY AND STRATEGY**

The Fund will invest in securities of companies with strong or developing brand equity in the Asian region and which may be listed in any major global stock exchange.

**ASSET ALLOCATION**

The Fund may invest up to 100% (minimum equity allocation is 70%) of its NAV in equities and equity-related securities but this may be reviewed from time to time depending on the economic and stock market conditions. An internal allocation for cash and other liquid assets will be maintained to ensure that the Fund is able to meet redemption requests without jeopardising the Fund's performance.

While the maximum limit for equity investments is 100% of the Fund's NAV, actual asset allocation varies according to our investment outlook and investment strategies after taking into consideration the prevailing market conditions.

During extended bull markets and where overall equity valuations are high, the Fund may increase its fixed income allocation while reducing its equity allocation.

The balance of the Fund's NAV that is not invested in equities and equity-related securities, will be invested in fixed income securities and money market instruments.

• **Equity Investment Strategy**

In determining the securities of companies that will be included in the Fund, the Manager will take into account not just the strengths of the brands possessed by the companies, but also the ability of these brands to generate sustainable growth in revenues and profits for the respective companies. The Fund's investments will include listed holding companies that own businesses with strong brand equity and identity recognition. The Fund may also invest up to 30% of its NAV in equity and equity-related securities of companies with developing brand equity.

The Fund will be actively managed to optimise return-risk opportunities to investors.

The minimum allocation of the Fund's NAV is 70%. The Manager may bring the equity weighting to below the minimum level in circumstances where a significant downturn in the Asian or global economy or equity market is expected.

• **Targeted Foreign Markets**

The targeted foreign markets in which the Fund may invest in listed and unlisted securities are Singapore, Thailand, Philippines, Indonesia, Hong Kong, China, Taiwan, South Korea, Japan, India, Sri Lanka, Australia, New Zealand, USA, Canada, UK, Ireland, France, Germany, Netherlands, Belgium, Spain, Italy, Norway, Denmark, Luxembourg, Switzerland, Finland and Sweden.

While the Fund may not invest directly in markets in Taiwan and India, the Fund may invest in collective investment schemes listed on or available in other permitted markets and whose underlying securities are in Taiwan and India. The Fund may also invest in listed and unlisted securities of other foreign markets not listed herein, where the regulatory authority is a member of the International Organization of Securities Commissions (IOSCO) and where applicable, this will be reported in the interim or annual report of the Fund.

For investments in China, the Fund's investments will only be confined to class "B" shares, whereby the purchase of these investments do not require a Qualified Foreign Institutional Investor ("QFII") Licence. The QFII Licence is applicable only to foreign investors who intend to buy and sell Yuan-denominated class "A" shares in China.

• **Fixed Income Investment Strategy**

The Fund may invest in fixed income securities during periods when our investment strategy favour risk adjusted returns in fixed income over equity securities.

**Performance Benchmark**

Since inception to 20 November 2007	Composite Benchmark (50% in MSCI All Countries World Consumer Staples Local Index [MSCLCSTA] and 50% in MSCI All Countries World Consumer Discretionary Local Index [MSCLCDIS])
21 November 2007 onwards	Composite Benchmark (50% in MSCI All Countries World Consumer Staples USD Index [MSCUCSTA] and 50% in MSCI All Countries World Consumer Discretionary USD Index [MSCUCDIS])

The composite benchmark for the Fund is derived from MSCI's globally recognised world consumer sector indices covering consumer staples and consumer discretionary investments. These indices are available from Bloomberg's website, [www.bloomberg.com](http://www.bloomberg.com), and supporting information services and will be published as a comparison against the Fund's total return at least on a monthly basis in our publications and on our website.

Effective 21 November 2007, the composite benchmark (50% in MSCI All Countries World Consumer Staples USD Index [MSCUCSTA] and 50% in MSCI All Countries World Consumer Discretionary USD Index [MSCUCDIS]) has been adopted for the Fund to provide a more accurate base of comparison against the Fund's performance.

**3. (b) Who Am I Investing With?**

<b>Manager</b>	Pacific Mutual Fund Bhd (336059-U)
<b>Trustee</b>	a) HSBC (Malaysia) Trustee Berhad (1281-T) (up to 30 September 2017) b) CIMB Commerce Trustee Berhad (313031-A) (effective 1 October 2017)
<b>Trustee's Delegate</b>	a) HSBC (Malaysia) Trustee Berhad (1281-T) (up to 30 September 2017): The Hong Kong And Shanghai Banking Corporation Limited (as custodian) and assets held through HSBC Nominees (Tempatan) Sdn Bhd (258854-D) b) CIMB Commerce Trustee Berhad (313031-A) (effective 1 October 2017): CIMB Bank Berhad (13491-P)
<b>Auditors</b>	Ernst & Young
<b>Tax Advisers</b>	Ernst & Young Tax Consultants Sdn Bhd (179793-K)

**4. What Are The Possible Outcomes Of My Investment?**

- The quantum of potential returns of the Fund would depend on the Fund's asset allocation decisions and performance of the underlying investments of the Fund.
- This is a non-guaranteed Fund and the investor may not get back the full amount invested and the principal amount invested may be at risk. Returns are also not fixed or guaranteed.

**KEY RISKS**
**5. What Are The Key Risks Associated With This Product?**
**SPECIFIC RISK OF THE FUND**

**Currency risk** – Investing globally means assets are denominated in currencies other than Malaysian Ringgit. Hence, fluctuations in the exchange rates of these foreign currencies may have an impact on the Fund's income and asset valuations. Adverse fluctuations in exchange rates can result in a decrease in returns and loss of capital. This risk may be mitigated by hedging against foreign exchange rate movements.

**PRINCIPAL RISKS OF THE FUND**

- **Company specific risk** – This risk refers to the individual risk of the respective companies issuing securities. This risk could be a result of changes to the business performance of the company, consumer tastes and demand, lawsuits, competitive operating environment and management practices. Developments in a particular company which the Fund has invested in would result in fluctuations in the share price of that company and thus the value of the Fund's investments. This risk is mitigated by diversification in a portfolio comprised of stocks of many companies.

In addition, this risk may occur when an investee company's business or fundamentals deteriorate or if there is a change in management policy resulting in a downward revision or even removal of the company's dividend policy. Such events may result in an overall decrease in dividend income received by the Fund and possible capital loss due to a drop in the share price of a company that cuts or omits its dividend payments. This risk may be mitigated by investing mainly in companies with a consistent historical record of paying dividends, strong cash flow, or operating in fairly stable industries.

- **Country and/or foreign securities risk** – This risk refers to the risks of investing in foreign markets. Emerging markets may have relatively underdeveloped capital markets, less stringent regulatory and disclosure standards, concentration in only a few industries, greater adverse political, social and economic risks and general lack of liquidity of securities. The risk of expropriation, nationalisation, exchange control restrictions, confiscatory taxation and limitations on the use or removal of funds also exist in emerging markets. Emerging markets may also have less developed procedures for custody, settlement, clearing and registration of securities transactions. Developed markets while not possessing similar levels of risks as emerging markets, may experience risks such as: changes in economic fundamentals, social and political stability; monetary policy and currency fluctuations. This risk may be mitigated by conducting thorough research on the respective markets, their regulatory framework, economics, companies, politics and social conditions as well as minimising or omitting investments in markets that are economically or politically unstable or lack a regulatory financial framework and adequate investor protection legislation.
- **Liquidity risk** – This risk occurs in thinly traded or illiquid securities. If the Fund needs to sell a relatively large amount of such securities, the act itself may significantly depress the selling price resulting in a decrease in the value of the Fund's assets. The Fund is managed in such a way that a portion of the investments is in equity securities and money market instruments that are highly liquid and this allows the Fund to meet sizeable redemptions without jeopardising potential returns.

- **Market risk** – This risk refers to developments in the equity market environment which typically includes changes in regulations, politics, technology and the economy of the country. Market developments can result in equity market fluctuations which in turn affect the Fund's underlying investments and hence its unit price. In terms of the Fund's concentration in a single equity market\*, this risk is reduced by undertaking active\* asset allocation, where in periods of heightened risk, there will be greater allocation in fixed income securities / sukuk and Islamic money market instruments and cash. Where the Fund is invested in multiple markets, a higher, if not, full allocation will be in markets that have a track record of economic, political and regulatory stability – allocation between markets and asset classes will also help mitigate risk.

\* This refers to a fund having the mandate to invest in only one country (i.e. Malaysian market). For example – in the event of a fall in Malaysian equities, a fund cannot diversify into equities of other countries to mitigate equity market risk but can shift (asset allocate) its investments to local fixed income securities / sukuk and Islamic money market instruments. The term 'active' refers to the fund manager periodically adjusting equity allocations (and by default fixed income securities / sukuk and money market allocations) depending on market situations rather than passively leaving allocations to fluctuate based solely on market prices.

**The investment manager exercises diligence in minimising the above risks to the Fund. However, it is not always possible to cover all investment risks in spite of best efforts as financial markets can be highly unpredictable. Investors are encouraged to consult their advisers such as financial/tax consultants, lawyers or bankers for a further understanding of these risks.**

## FEES AND CHARGES

### 6. What Are The Fees And Charges Involved?

<b>Sales Charge</b>	5.50% of the Fund's NAV per unit.  Investors may negotiate for a lower sales charge.
<b>Annual Management Fee</b>	Up to 1.50% p.a. of NAV of the Fund.  The annual management fee is payable on a monthly basis.
<b>Annual Trustee Fee</b>	a) HSBC (Malaysia) Trustee Berhad (1281-T) (up to 30 September 2017): Up to 0.07% p.a. of the NAV of the Fund calculated and accrued on a daily basis, subject to a minimum of RM18,000 p.a. (excluding foreign custodian fees and charges).  b) CIMB Commerce Trustee Berhad (313031-A) (effective 1 October 2017): Up to 0.06% p.a. of the NAV of the Fund calculated and accrued on a daily basis, subject to a minimum of RM8,400 p.a. (excluding foreign custodian fees and charges).  The annual trustee fee is payable on a monthly basis.
<b>Redemption Fee</b>	Nil
<b>Switching Fee</b>	The Manager does not intend to charge any switching fee; however, under certain circumstances, unitholders performing a switching transaction will have to pay the applicable difference in sales charge between the funds to be switched from and the funds to be switched into. Please refer to the master prospectus for the terms and conditions of the switching facility of the Fund.
<b>Transfer Fee</b>	Nil

**Despite the maximum fees and charges permitted by the deed, all current fees and charges are as disclosed above.**

**All fees and charges quoted are subject to any applicable taxes (including but not limited to GST) and/or duties as may be imposed by the government or other authorities from time to time.**

**You should NOT make payment in cash to a unit trust consultant or issue a cheque in the name of a unit trust consultant.**

## VALUATIONS AND EXITING FROM INVESTMENT

### 7. How Often Are Valuations Available?

- This is a Fund with foreign investment exposure. The valuation of NAV of the Fund will be conducted on each business day after the close of the respective foreign stock exchanges on the same calendar day. Due to the different time zone of the foreign stock exchanges, the valuation point will be extended to 5.00 p.m. on the following business day. The daily unit price of the Fund will be published on the next business day after the valuation (T+2).
- Fund prices will be published on Pacific Mutual's website at [www.pacificmutual.com.my](http://www.pacificmutual.com.my).

### 8. How Can I Exit From This Investment And What Are The Risks And Costs Involved?

- Investors can exit from the investment by completing the transaction form. The duly completed and accepted original transaction form must reach Pacific Mutual's head office or its branches by 4.00 p.m. on any business day. Pacific Mutual will repurchase units at the Fund's NAV per unit calculated at the end of that business day.
- The investor will receive the prevailing price per unit.
- Transaction forms received after 4.00 p.m. will be treated as having been received on the next business day.
- Payments will be made to investors within 10 days (from the business day the redemption request is accepted).

**Note: If an investor is a first-time investor with Pacific Mutual, the investor is entitled to a cooling-off period of six business days. The refund for every unit with regards to the cooling-off is the sum of the NAV per unit on the day the units were purchased and, sales charge and GST on sales charge per unit originally imposed on the day the units were purchased. Essentially, you will receive a full refund of the initial investment paid by you within 10 days of receipt of the original notice of cooling-off by Pacific Mutual.**

**However, this is not applicable to corporate/institutional investors, staff of Pacific Mutual and Lion Global Investors Limited (formerly known as Lion Capital Management Limited) and their immediate family members; and persons registered with a body approved by the Securities Commission Malaysia to deal in unit trusts.**

## FUND PERFORMANCE (for the financial year ended 31 March)

Source of fund performance: Lipper for Investment Management  
Source of benchmark performance: Bloomberg

### 9. Portfolio Structure

	2017	2016	2015
Quoted Equity Securities	85.49%	84.84%	87.62%
Cash & Liquid Assets	14.51%	15.16%	12.38%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
Remarks	<p>The quoted equity securities allocation of Pacific Asia Brands Fund increased to 85.49% as at 31 March 2017 from 84.84% recorded in the financial year ended 2016 due to net equity purchases and price appreciation of the portfolio.</p> <p>The quoted equity securities allocation of Pacific Asia Brands Fund decreased to 84.84% as at 31 March 2016 from 87.62% recorded in the financial year ended 2015 mainly due to net equity sales.</p>		

### 10. Performance Data

#### Total Annual Return

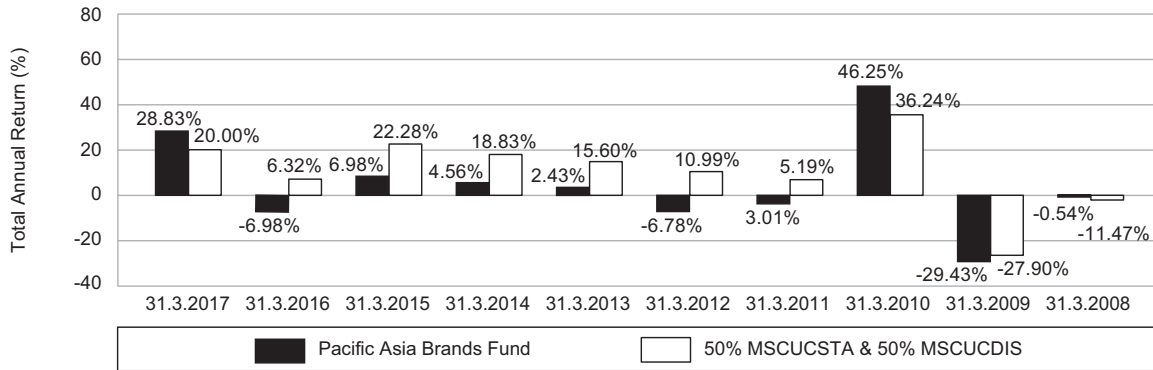
	1.4.2016 To 31.3.2017	1.4.2015 To 31.3.2016	1.4.2014 To 31.3.2015	1.4.2013 To 31.3.2014	1.4.2012 To 31.3.2013	1.4.2011 To 31.3.2012	1.4.2010 To 31.3.2011	1.4.2009 To 31.3.2010	1.4.2008 To 31.3.2009	1.4.2007 To 31.3.2008
Pacific Asia Brands Fund	28.83%	-6.98%	6.98%	4.56%	2.43%	-6.78%	3.01%	46.25%	-29.43%	-0.54%
Benchmark <sup>^</sup>	20.00%	6.32%	22.28%	18.83%	15.60%	10.99%	5.19%	36.24%	-27.90%	-11.47%
<sup>^</sup> 50% MSCI All Countries World Consumer Staples USD Index (MSCUCSTA) and 50% MSCI All Countries World Consumer Discretionary USD Index (MSCUCDIS)										

#### Average Annual Return

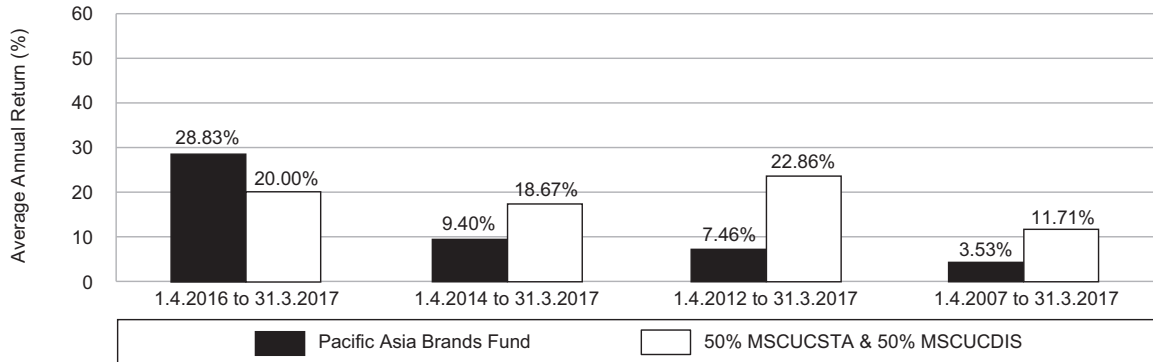
	1 Year's Period 1.4.2016 To 31.3.2017	3 Years' Period 1.4.2014 To 31.3.2017	5 Years' Period 1.4.2012 To 31.3.2017	10 Years' Period 1.4.2017 To 31.3.2017
Pacific Asia Brands Fund	28.83%	9.40%	7.46%	3.53%
Benchmark <sup>^</sup>	20.00%	18.67%	22.86%	11.71%
<sup>^</sup> 50% MSCI All Countries World Consumer Staples USD Index (MSCUCSTA) and 50% MSCI All Countries World Consumer Discretionary USD Index (MSCUCDIS)				

**11. Performance Chart**

**Total Annual Return**



**Average Annual Return**



Basis of calculation and assumptions made in calculating the returns:

$$\text{* Percentage growth} = \frac{\text{NAV}_t - \text{NAV}_{t-1}}{\text{NAV}_{t-1}}$$

where t = current year  
t-1 = previous year

**12. Distribution**

There were no income distributions declared by the Fund for its past three financial year-ends.

**13. Unit Split**

There were no unit splits declared by the Fund for its past three financial year-ends.

**14. Portfolio Turnover Ratio (PTR)**

	2017	2016	2015
<b>PTR (times)</b>	2.73	1.99	2.30
<b>Remarks</b>	The PTR for the financial year ended 31 March 2017 was higher compared with the financial year ended 31 March 2016 due to the increase in investing activities.  The PTR for the financial year ended 31 March 2016 was lower compared with the financial year ended 31 March 2015 due to the decrease in investing activities.		

**Past performance of the Fund is not an indication of its future performance.**

**CONTACT INFORMATION**
**15. Who Should I Contact For Further Information Or To Lodge A Complaint?**
**Contact Details Of The Manager**

<b>Head Office</b>	<b>Pacific Mutual Fund Bhd</b> (336059-U) A member of the OCBC Group 1001, Level 10, Uptown 1, No. 1 Jalan SS21/58, Damansara Uptown, 47400 Petaling Jaya, Selangor Tel: 03-7725 9877 Fax: 03-7725 9860 E-mail: <a href="mailto:customercare@pacificmutual.com.my">customercare@pacificmutual.com.my</a> Website: <a href="http://www.pacificmutual.com.my">www.pacificmutual.com.my</a>
<b>Branches</b>	<b>Pulau Pinang</b> Tel: 04-644 7979 Fax: 04-644 1112 E-mail: <a href="mailto:penang@pacificmutual.com.my">penang@pacificmutual.com.my</a>
	<b>Perak</b> Tel: 05-242 4322 Fax: 05-242 4323 E-mail: <a href="mailto:ipoh@pacificmutual.com.my">ipoh@pacificmutual.com.my</a>
	<b>Melaka</b> Tel: 06-282 8788 Fax: 06-286 8788 E-mail: <a href="mailto:melaka@pacificmutual.com.my">melaka@pacificmutual.com.my</a>
	<b>Sarawak</b> Tel: 082-233 933 Fax: 082-422 733 E-mail: <a href="mailto:kuching@pacificmutual.com.my">kuching@pacificmutual.com.my</a>
	<b>Sabah</b> Tel: 088-251 088 Fax: 088-251 059 E-mail: <a href="mailto:kk@pacificmutual.com.my">kk@pacificmutual.com.my</a>

Please specify the nature of the complaint and the person(s) involved – stating the date, time and place of occurrence.

- (i) For internal dispute resolution, you may contact:  
Pacific Mutual Fund Bhd – Customer Care Hotline: 03-7726 6332
- (ii) If you are dissatisfied with the outcome of the internal dispute resolution process, please refer your dispute to the Securities Industries Dispute Resolution Corporation (SIDREC):
  - (a) via phone to : 03-2282 2280
  - (b) via fax to : 03-2282 3855
  - (c) via e-mail to : [info@sidrec.com.my](mailto:info@sidrec.com.my)
  - (d) via letter to : Securities Industry Dispute Resolution Center (SIDREC)  
Unit A-9-1, Level 9, Tower A, Menara UOA Bangsar,  
No. 5, Jalan Bangsar Utama 1, 59000 Kuala Lumpur
- (iii) You can also direct your complaint to the Securities Commission Malaysia even if you have initiated a dispute resolution process with SIDREC. To make a complaint, please contact the Securities Commission Malaysia's Investor Affairs & Complaints Department:
  - (a) via phone to the Aduan Hotline at : 03-6204 8999
  - (b) via fax to : 03-6204 8991
  - (c) via e-mail to : [aduan@seccom.com.my](mailto:aduan@seccom.com.my)
  - (d) via online complaint form available at [www.sc.com.my](http://www.sc.com.my)
  - (e) via letter to : Investor Affairs & Complaints Department  
Securities Commission Malaysia  
No. 3 Persiaran Bukit Kiara, Bukit Kiara  
50490 Kuala Lumpur
- (iv) Federation of Investment Managers Malaysia's (FIMM) Complaints Bureau:
  - (a) via phone to : 03-2092 3800
  - (b) via fax to : 03-2093 2700
  - (c) via e-mail to : [complaints@fimm.com.my](mailto:complaints@fimm.com.my)
  - (d) via online complaint form available at [www.fimm.com.my](http://www.fimm.com.my)
  - (e) via letter to : Legal, Secretarial & Regulatory Affairs  
Federation of Investment Managers Malaysia  
19-06-1, 6<sup>th</sup> Floor Wisma Tune  
No. 19 Lorong Dungun, Damansara Heights  
50490 Kuala Lumpur

**APPENDIX: GLOSSARY****business day(s)**

A day on which the Bursa Malaysia is open for trading.

**daily unit price / net asset value (NAV) per unit**

The NAV of the Fund divided by the total number of units in circulation, at a particular valuation point.

**equities/equity**

Securities providing the investor ownership in companies. The term is used interchangeably with the term stocks.

**fixed income / debt securities**

Securities issued by corporations/institutions/governments/semi-government bodies that pay the investor a coupon/interest rate and which have a maturity date.

**GST**

Tax levied on goods and services pursuant to the Goods and Services Tax Act 2014.

**net asset value (NAV)**

The total value of the Fund's assets minus its liabilities at a valuation point.

**sukuk**

Refers to certificates of equal value which evidence undivided ownership or investment in the assets using Shariah principles and concepts endorsed by the Securities Commission Malaysia's Shariah Advisory Council.

**short term / medium term / long term**

Short term - below one year; medium term - one year to three years; long term - above three years.

**master prospectus / prospectus**

Prospectus in relation to the Fund(s) managed by Pacific Mutual.

**Fund**

Pacific Asia Brands Fund