



## Guinness Asia Focus Fund

May-2012

### Investment objective

The Asia Focus Fund's investment objective is long term capital appreciation by investing in public listed equities of Asian companies.

### Fund overview and strategy

The Asia Focus Fund invests at least 80% of its net assets (plus any borrowings for investment purposes) in equity securities of Asian companies. The Fund considers an issuer of securities to be an Asian company if: (1) it is organized under the laws of a country in Asia or has a principal office in a country in Asia; (2) it derives a significant portion (i.e., 50% or more) of its total revenues from business in the Asia region; or (3) its equity securities are traded principally on a stock exchange in Asia or in an over-the-counter market in Asia. Under normal market conditions the Asia Focus Fund will invest in at least four different countries. These countries include but are not limited to: Mainland China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, Malaysia, Philippines, Vietnam, Indonesia, India, Pakistan, Bangladesh, and Sri Lanka.

The Fund's concentration may vary depending on changing market conditions (including but not limited to, liquidity, volatility, and the number of companies meeting selection criteria) although the Advisor has a bias towards concentration. The degree of concentration of the portfolio will vary over time, and under normal market conditions, the Fund may have as few as 25 holdings, or may hold securities in 75 or more companies. The Advisor will invest the Fund's assets in securities of all market capitalization companies, including companies in emerging markets. The philosophy of the Fund is to remain invested.

### Investment process

Stock selection is based primarily on specific company analysis but the Advisor also takes into account broader economic, industry and consumer trends when assessing the attractiveness of an investment opportunity. The Advisor is looking for stocks that combine four attributes: good companies, that are attractively valued, where investor sentiment is improving and the stock price is on a rising trend.

### Fund performance (simulated prior to 31.12.10)

Past performance should not be taken as an indicator of future performance. Returns stated below are in US dollars; returns in other currencies may be higher or lower as a result of currency fluctuations.

Returns to 30.4.2012	YTD	1 year	3 year annualised	5 year annualised	10 year annualised
Fund	+10.6%	-21.3%	+15.7%	+0.7%	+10.4%
MSCI AC Far East ex Japan	+13.5%	-8.9%	+18.6%	+4.9%	+11.2%

Calendar year returns	2007	2008	2009	2010	2011
Fund	+46.0%	-57.4%	+86.1%	+20.4%	-26.3%
MSCI AC Far East ex Japan	+36.9%	-50.3%	+68.7%	+19.5%	-13.2%

Source: Bloomberg, bid to bid, (inclusive of all annual management fees but excluding any initial charge or redemption fee), gross income reinvested, in US dollars; \*calculation Guinness Asset Management Limited. Performance would be lower if initial charge and/or redemption fee were included.

Simulated past performance. The Fund was launched on 31.12.10 and therefore no actual performance numbers are available prior to this date. The investment team has been running Asia Focus funds in accordance with the same methodology continuously since 29.4.96 and therefore we believe the performance numbers quoted are a fair reflection of what the performance of this Fund would have been. The returns are calculated using the Guinness Atkinson Asia Focus Fund from 29.4.96 to 31.12.10 (launch date of this Fund).

### Fund top 10 holdings (%)

Samsung Electronics GDR	5.9%
Hyundai Mobis	5.4%
Taiwan Semiconductor ADS	4.6%
PetroChina	4.5%
DiGi.COM	4.2%
Weichai Power	3.5%
Kunlun Energy	3.3%
Jiangxi Copper	3.2%
Glow Energy	3.1%
HTC	3.0%

% of fund in top 10	40.7%
Total number of stocks in fund	38

### Geographic allocation (%)

China	36.6%
South Korea	16.3%
Taiwan	14.5%
Thailand	10.0%
Hong Kong	9.3%
Malaysia	4.2%
Indonesia	3.4%
Singapore	2.7%

Cash	3.1%
	100.0%

### Sector analysis (%)

Energy	25.7%
Information Technology	22.0%
Industrials	14.3%
Materials	8.4%
Consumer Discretionary	7.9%
Telecommunication Service	6.3%
Utilities	4.8%
Financials	4.4%
ETFs	1.9%
Alternative Energy	1.2%

Cash	3.1%
	100.0%

### Key facts 'B' shares

**Lead manager:** Edmund Harriss

**Co-manager:** James Weir

**Administrator:** Capita Financial Administrators (Ireland) Ltd

**Custodian:** JPMorgan

**Fund size:** \$0.5m

**Benchmark:** MSCI AC Far East ex. Japan

**Domicile & structure:** Ireland, OEIC

**Framework:** UCITS

**Valuation:** Daily, 23.00 (Dublin time)

**Dealing cut off:** 15.00 (Dublin time)

**Dealing currency:** USD

**Annual management fee:** 1.5%

**Initial charge:** 2.0%

**Total expense ratio:** 1.99%

**Minimum investment:** \$20,000

**Launch date:** 31.12.10

**Launch price:** \$10

*Please see overleaf for other share classes*



Edmund Harriss

**Edmund Harriss** joined Guinness Asset Management in April 2003 and is the lead manager of the Guinness Asia Focus Fund and the Guinness China and Hong Kong Fund. Edmund is a board member of both Guinness Asset Management and the US-based sister firm Guinness Atkinson Asset Management.

Edmund has served as lead manager of the Guinness Atkinson China & Hong Kong Fund since 1998, the Guinness Atkinson Asia Focus Fund since 2003 and of the Guinness Atkinson Asia Pacific Dividend Fund since its March 31, 2006 inception.

Edmund graduated from Christ Church, University of Oxford, with a Master's degree in Management Studies and has a Bachelors degree in History from the University of York. He is also an Associate of the Society of Investment Professionals.



James Weir

**James Weir** joined Guinness Asset Management in October 2009 and is co-manager of the Guinness Asia Focus Fund and the Guinness China and Hong Kong Fund.

Prior to joining Guinness, James served as Fund Manager for Atlantis Investment Management managing Asia ex Japan segregated accounts and in support of the Atlantis Asian Recovery Fund from 2004. In 2001 he became a research analyst at International Data Corporation in the European IT Services Group and was named Senior Research Analyst in 2002. In 1999 James became a reporter, and subsequently editor, of New Media Investor, a specialist newsletter for venture capitalists and equity analysts.

In 2004 James graduated from Cass Business School, London with an MSc in Investment Management. In 1998 James graduated from University of Nottingham with an Upper Second Class degree in economics.

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Telephone calls may be recorded

## Share classes

	'A' shares	'B' shares	'C' shares	'D' shares	'E' shares	'X' shares	<b>Redemption fee</b>
Type	Institutional	Retail	Retail	Institutional	Institutional	Platform	(all share classes)
Currency	USD	USD	GBP	EUR	USD	GBP	2% within 30 days of purchase
Min. investment	\$200,000	\$20,000	£5,000	EUR 100,000	\$10,000,000	£5,000,000	
Annual management fee	1.00%	1.50%	1.50%	1.00%	0.75%	0.75%	
Initial charge	0.00%	2.00%	5.00%	0.00%	0.00%	0.00%	
Total expense ratio	1.49%	1.99%	1.99%	1.49%	1.24%	1.24%	
Fund Bloomberg ticker	GUASFOA ID	GUASFOB ID	GUASF0C ID	GUASFOD ID	GUASFOE ID	GUASFOX ID	
Fund ISIN	IE00B3NQ9084	IE00B3NFP960	IE00B684NW81	IE00B68XLY30	IE00B3QG3B42	IE00B7LZQZ97	
Fund SEDOL	B3NQ908	B3NFP96	B684NW8	B68XLY3	B3QG3B4	B7LZQZ9	

## Important information and risk factors

The Guinness Asia Focus Fund is an equity fund. Investors should be willing and able to assume the risks of equity investing. The value of the Fund's portfolio changes daily and can be affected by changes in currencies, interest rates, general market conditions and other political, social and economic developments, as well as specific matters relating to the companies in whose securities the fund invests. Investments in the fund carries with it a degree of risk and investors should read the risk factors section in the prospectus before investing.

This document is provided for information only and all the information contained in it is believed to be reliable but may be inaccurate or incomplete; any opinions stated are honestly held at the time of writing, but are not guaranteed. The contents of the document should not therefore be relied upon. It is not an invitation to make an investment nor does it constitute an offer for sale

The full Fund documentation contains more complete and detailed information of risk, fees, charges and expenses that are to be borne by an investor. The documentation should be read carefully before investing. The full documentation needed to make an investment, including the Prospectus, the Simplified Prospectus and the Application Form are available, free of charge, from the Manager: Capita Financial Managers (Ireland) Limited, Montague House, Adelaide Road, Dublin 2 Ireland or the Promoter and Investment Manager: Guinness Asset Management Ltd, 14 Queen Anne's Gate, London SW1H 9AA. **Documentation is also available from the website [www.guinnessfunds.com](http://www.guinnessfunds.com).** This document should not be distributed to Retail Clients who are resident in countries where the Fund is not registered for sale or in any other circumstances where its distribution is not authorised or is unlawful. **THIS INVESTMENT IS NOT FOR SALE TO U.S. PERSONS**

The Guinness Asia Focus Fund is a sub-fund of Guinness Asset Management Funds PLC (the "Company"), an open-ended umbrella-type investment company, incorporated in Ireland and authorised and supervised by the Central Bank of Ireland. The Fund has been approved by the Financial Services Authority for sale in the UK. The Company and the Fund have been recognised in the UK by the FSA pursuant to section 264 of the FSMA. Guinness Asset Management Ltd is authorised and regulated by the Financial Services Authority.

The prospectus for Switzerland, the simplified prospectus for Switzerland, the articles of association, the annual and semi-annual reports, as well as the list of the buying and selling transactions can be obtained free of charge from the representative in Switzerland, Carnegie Fund Services S.A., 11, rue du Général-Dufour, 1204 Geneva, Switzerland, Tel. +41 22 705 11 77, Fax: + 41 22 705 11 79, [www.carnegie-fund-services.ch](http://www.carnegie-fund-services.ch). The paying agent is Banque Cantonale de Genève, 17 Quai de l'Île, 1204 Geneva, Switzerland

**The value of this investment and any income generated by it, may fall as well as rise as a result of the market and currency fluctuations and an investor may not get back the amount they invest.**