

Magellan Global Trust

ARSN: 620 753 728

ASX code: MGG

Fund Facts

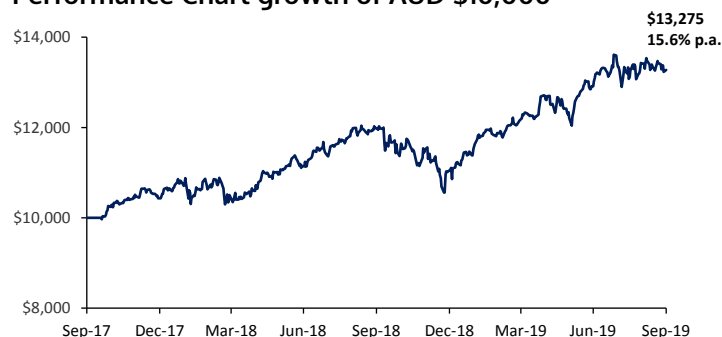
Portfolio Manager	Hamish Douglass and Stefan Marcionetti		
Structure	Listed Investment Trust		
Inception Date	18 October 2017		
Management Fee ¹	1.35% per annum		
Fund Size	AUD \$2,292.1 million / \$1.8507 per unit		
Distribution Frequency	Six Monthly		
Performance Fee ¹	10.0% of the excess return of the units of the Fund above the higher of the Index Relative Hurdle (MSCI World Net Total Return Index (AUD)) and the Absolute Return Hurdle (the yield of 10-year Australian Government Bonds). Additionally, the Performance Fees are subject to a high water mark.		
iNAV tickers	Bloomberg Thomson Reuters IRESS	MGG AU Equity MGG.AX MGG.AXW	MGGIV Index MGGAUiv.p MGGINAV.ETF

¹All fees are inclusive of the net effect of GST

Fund Features

- ASX listed investment trust
- Trust is an actively managed global equities fund
- Target Cash Distribution yield of 4% per annum paid semi-annually
- An attractive distribution reinvestment plan with a 5% discount to the NAV per Unit in respect of the Target Cash Distribution. The discount will be paid by the Magellan Group
- Currency exposure to be managed by Magellan, currently 53% hedged to AUD[†]
- Minimum administration for investors; no paperwork needed to trade
- Units can be bought or sold on the ASX like any other listed security
- Settlement via CHESS.

Performance Chart growth of AUD \$10,000*



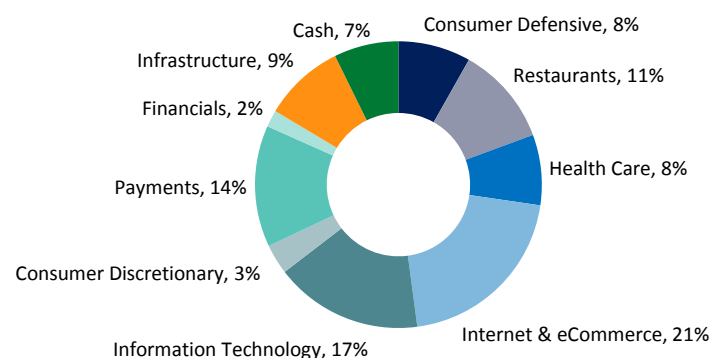
Fund Performance*

	Fund (%)	Index (%)**	Excess (%)
1 Month	-1.0	2.0	-3.0
3 Months	2.8	4.6	-1.8
6 Months	9.3	10.1	-0.8
1 Year	10.7	9.2	1.5
Since Inception (% p.a.)	15.6	14.3	1.3

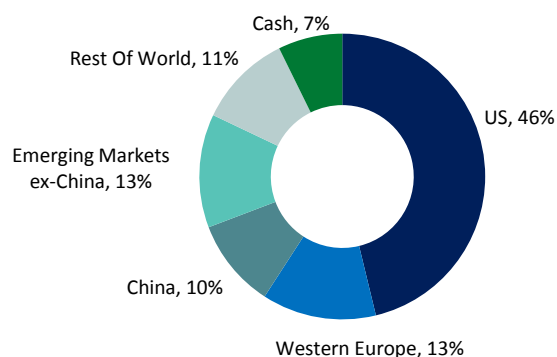
Top 10 Holdings

	Sector [#]	%
Microsoft Corp	Information Technology	8.0
Alphabet Inc	Internet & eCommerce	7.7
Facebook Inc-A	Internet & eCommerce	7.3
Apple Inc	Information Technology	5.9
Starbucks Corp	Restaurants	5.7
Visa Inc	Payments	5.6
Alibaba Group Holding Ltd	Internet & eCommerce	5.6
MasterCard Inc	Payments	5.3
HCA Healthcare Inc	Health Care	5.2
Reckitt Benckiser	Consumer Defensive	4.3
TOTAL:		60.6

Sector Exposure by Source of Revenue[#]



Geographical Exposure by Source of Revenue[#]



[†]The Fund is currently exercising its ability to hedge some of the capital component of the foreign currency exposure of the Fund arising from investments in overseas markets back to Australian dollars.
^{*}Calculations are based on the ASX released net asset value with distributions reinvested, after ongoing fees and expenses but excluding individual tax, member fees and entry fees (if applicable).
 Fund Inception 18 October 2017.

^{**} MSCI World Net Total Return Index (AUD).

[#] Sectors are internally defined. Geographical exposure is calculated on a look through basis based on underlying revenue of individual companies. Exposures may not sum to 100% due to rounding.

Market Commentary

Global stocks rose for a third consecutive quarter in the three months to September after the Federal Reserve and the European Central Bank eased monetary policy, investors grew hopeful the China-US trade war would be contained and US companies on average reported better-than-expected earnings for the June quarter.

Gains were capped when Saudi Arabia's oil processing facilities were attacked by drones blamed on Iran, the UK headed towards a 'no deal' departure from the EU, Hong Kong riots directed at China grew violent, Argentina defaulted and manufacturing gauges pointed to a slowing in the world economy. The Morgan Stanley Capital International World Index rose 0.5% in US dollars but, due to a decline in the Australian dollar, gained 4.6% in Australian currency.

US stocks rose after the Fed delivered its first rate reductions in 11 years, the US economic expansion became the longest in history when it entered its 121st month in July, Congress passed a deal that defused the debt-limit issue for two years, and company earnings on average beat forecasts. The Fed fulfilled expectations when it reduced its key lending rate by a quarter point in July and September to lower the range to 1.75% to 2%, though this wasn't enough for US President Donald Trump who said the "enemy" Fed led by Jerome Powell had "no guts". Trade tensions with China eased when Trump postponed some tariff increases on consumer goods from China until December, though not before Trump declared China a currency manipulator and told US companies they "should leave China". House Speaker Nancy Pelosi initiated a formal impeachment inquiry against Trump for seeking to enlist Ukraine to smear leading Democrat presidential candidate Joe Biden. In economic news, a report showed the US economy expanded only 2.0% in the second quarter. The Congressional Budget Office said the US federal budget deficit is projected to reach more than US\$1 trillion in fiscal 2020, two years earlier than previously predicted. The S&P 500 Index rose 1.2%.

European stocks rose after the ECB reduced the cash rate for the first time in three years – albeit by just a tenth of a percentage point to minus 0.5% – and announced it would restart quantitative easing in November. Gains were capped when political uncertainty rose in Italy and the UK and concerns grew about Germany's economy, Europe's largest. Italy's 14-month-old government between the right-wing League and the anti-establishment Five Star Movement collapsed and was replaced by an unlikely coalition between Five Star and the centre-left Democratic Party that looked even more fragile when former prime minister Matteo Renzi left the Democratic Party to start a new party. UK Prime Minister Boris Johnson unexpectedly shut down parliament for five weeks – a move declared unlawful by the UK's Supreme Court – to dare opponents of his Brexit strategy to force an election ahead of the October 31 deadline for the UK's departure from the EU. Economic reports showed the UK economy contracted 0.2% in the second quarter and Germany's economy shrank 0.1% over the three months, while the eurozone economy expanded only 0.2%. The Euro Stoxx 50 Index rose 2.8%.

Japanese stocks rose after the conservative coalition led by Prime Minister Shinzō Abe secured a majority of seats in elections for the upper house. Chinese stocks edged down after a report showed the economy grew an annualised 6.2% in the June quarter, the slowest rate in nearly three decades. Australian stocks broke through their high of 2007 after the Reserve Bank of Australia in July reduced the cash rate for a second consecutive month to stir the economy. Japan's Nikkei 225 Index added 2.3%. China's CSI 300 Index lost 0.3%. The S&P/ASX 200 Accumulation Index jumped 2.4%. The MSCI Emerging Markets Index lost 5.1% after Argentina defaulted on US\$101 billion of debt.

Movements in benchmark indices are in local currency unless stated otherwise.

Fund Commentary

The portfolio recorded a positive return for the September quarter. The biggest contributors included the investments in Alphabet, Apple and Starbucks. Alphabet climbed after sales growth in the second quarter rebounded from a sluggish first quarter and the Google parent announced a US\$25 billion share buyback. Apple gained after the company forecast robust sales growth from the new iPhone models. Starbucks surged after better-than-expected sales in the US and China helped the coffee chain record its fastest global sales growth in three years of 6% on a same-stores basis.

The biggest detractors were the investments in HCA Healthcare, SAP and Facebook. HCA Healthcare dropped after the US hospital chain's earnings report for the second quarter disappointed due to an unfavourable shift in the medical-surgical mix of operations and more political uncertainty was priced into health stocks as Democratic presidential candidates offered different proposals to improve the US health system. SAP fell after the company reported lower margins and a decline in growth in new cloud bookings for the second quarter. Facebook slid on the increased scrutiny from federal lawmakers and federal and state regulators.

Stock story: LVMH



Teaser: A French-based company with iconic luxury brands sought by the Chinese.

France-based LVMH, which sells fashion, alcohol, watches, jewellery and cosmetics, is the world's leading personal-luxury-goods company. In its 2018 annual report, the company acronymed for the fashion name Louis Vuitton and the Moët Champagne and Hennessy Cognac labels confirmed what many people in the industry knew. The excerpt that "provisions for impairment of inventories ... are generally required" was judged an admission LVMH destroys its goods (apart from wine and spirits) rather than sell them at a discount.¹

Think about that. As do other personal-luxury icons that control the distribution of their goods via their own stores, LVMH refuses to reduce prices on its designer goods to clear stock. The company, which achieved record sales of 46.8 billion euros in 2018, knows that consumers the world over so aspire to own its often-centuries-old brands they will pay the price the company sets.

Truth be told LVMH doesn't end up with much unwanted stock. The company that also controls the production of its goods is struggling to keep up with demand. Sales are strong for the conglomerate that includes the Christian Dior, Fendi and Veuve Clicquot brands because the world's expanding middle class is keen for luxury goods.

Above all, LVMH's revenue has risen at a 15% annual pace² in recent times largely because the group that consists of 75 'houses' or brands across six divisions is enjoying "unheard of growth rates" in China, in the words of Vuitton CEO Michael Burke.³

China, where Louis Vuitton opened a store in 1992, has long been the world's most promising new market for consumer companies. LVMH, which has posted record revenue and profits and increased its dividend so far in 2019, now earns about 33% of its revenue from Chinese consumers.

That percentage is likely to grow. US consultancy Bain & Company forecasts that the Chinese share of the 260-billion-euro personal-luxury market will grow from 33% in 2018 to 45% in 2025, by when the market will be worth about 340 billion euros. Of note is that in seven years, 46% of purchases by Chinese are expected to be struck in Mainland China compared with 24% in 2017. (The balance is purchases by Chinese travellers.)⁴

LVMH shares have surged to record highs in 2019 on such buoyant prospects. Investors judge the company that wants to protect and transmit 'savoir-faire' to the world has the right mix of brands synonymous with creativity, artisanship, heritage and quality for the fast-growing luxury market.

Some qualifications: LVMH would be vulnerable to any political or economic disruption in China, as it would be to any European, US or global recession. For all its maisons, the business pivots around the three brands represented in its name and Veuve Clicquot, while 76% of earnings derive from just two of its six divisions; namely, 'fashion and leather goods' and 'wines and spirits'. The personal-luxury market is hyper-competitive in most segments so LVMH must constantly refine its offerings (including its e-retailing capabilities) and revamp its marketing strategies to hold market share. That LVMH has five brands younger than five years old and has the savvy to use Rihanna to launch Fenty Beauty products and record 500 million euros in sales in the first year shows the company can stay relevant. LVMH could get better at controlling costs. In Europe, the luxury-goods industry is under pressure to limit its environmental damage.

Even allowing for these risks and challenges, LVMH's great advantages – iconic brands produced and distributed under its control that earn healthy margins on growing sales – position the company well for the foreseeable future. Especially for one where the Chinese are richer.

Heritage abounds

The oldest brand in the LVMH group is the Château d'Yquem wine label, which dates from 1593 when the Sauvage family bought the property and converted it into a winery. While LVMH's history can be extended to more than four centuries, the modern story starts in 1987 when Moët Hennessy merged with Louis Vuitton. Two years later came another significant event; the company ended up under the control of Bernard Arnault, still LVMH's chairman and CEO.

Arnault's ambition when he took charge was to create a conglomerate of luxury brands – and he relentlessly pursued his vision (and become Europe's richest person as a result). In 1994, for instance, LVMH bought the Guerlain makeup label. Three years later, the company bought fashion-label Marc Jacobs makeup and perfume and cosmetics retailer Sephora. Other acquisitions include Pink Shirtmaker London in 1999 and Italian fashion house Fendi in 2001. And so on to the purchases of Italian jewellery brand Bulgari in 2011, Christian Dior in 2017 and the Belmond luxury hotel chain in 2018.

LVMH these days is structured along six divisions. Fashion and leather goods represented by the Louis Vuitton brand is the largest source of revenue, bringing in 39% of sales in 2018. 'Selective retailing', which includes Sephora, the duty-free chain DFS and Le Bon Marché Rive Gauche department store in Paris, accounted for 29% of sales. The other personal luxury divisions are wines and spirits, 'watches and jewellery' and 'perfumes and cosmetics'. The sixth is 'other activities,' which includes the Royal Van Lent shipbuilding business and the media assets, the *Les Echos* and *Le Parisien* newspapers and French commercial station *Radio Classique*.

LVMH controls all key aspects of these units including, of course, the decisions not to discount and what to destroy.

Sources: Company filings and website, Bloomberg and others were noted.

¹ LVMH. Financial statements. Consolidated financial statements. 31 December 2017. 1.16. Inventories and work in progress. Page 12. The full statement read: Provisions for impairment of inventories are chiefly recognised for businesses other than wine and spirits. They are generally required because of product obsolescence (end of season or collection, expiration date approaching, etc.) or lack of sales prospects. [lvmh-static.com/uploads/2018/02/comptes-consolides-2017-lvmh-va.pdf](https://static.lvmh-static.com/uploads/2018/02/comptes-consolides-2017-lvmh-va.pdf)

² Group revenues rose 15% in the second quarter of 2019 compared with the same period a year earlier.

³ Bloomberg News. Louis Vuitton now sees "Unheard of" growth in China.' 5 June 2019. [bloomberg.com/news/articles/2019-06-05/lvmh-lifts-luxury-shares-on-vuitton-s-unheard-of-china-growth](https://www.bloomberg.com/news/articles/2019-06-05/lvmh-lifts-luxury-shares-on-vuitton-s-unheard-of-china-growth)

⁴ Bain & Company. 'The future of luxury: A look into tomorrow to understand today.' 17th edition of Bain & Company's Luxury Study. 10 January 2019. [bain.com/insights/luxury-goods-worldwide-market-study-fall-winter-2018/](https://www.bain.com/insights/luxury-goods-worldwide-market-study-fall-winter-2018/)