

Bristol Gate Owner's Manual



Why an Owner's Manual?

Bristol Gate wants to help every one of our clients reach their financial goals. In a world full of noise and distractions, we want our owners to understand exactly who we are.

At Bristol Gate, we believe the best ideas can be communicated simply, even if the world of investing seems to be increasingly complex.

This manual captures our approach to investing. We believe it will help our clients and partners understand what we are working towards and, in turn, lead to greater confidence in our process and your investment.

Why we are here

We understand being entrusted to manage investments for others is a privilege. We have established core principles to support our commitment to our clients:

ALWAYS REMEMBER WHY OUR INVESTORS ARE HERE.

Our investors trust us to make a difference in their financial situation without exposing them to a worrying degree of risk.

OUR REPUTATION AND EARNED TRUST ARE OUR GREATEST ASSETS.

Our behaviours, actions and attitudes all impact our standing. If we can manage to have outstanding performance in everything we do, we can manage to do a lot of good.

WE BELIEVE IN “ACTIVE” INVESTING.

Our long-term strategy seeks to own the best dividend growth companies in the index rather than simply buying an index that is made up of both the good companies and the bad. We concentrate on quality companies to mitigate risk, and do our utmost to improve the future for all of our stakeholders.

WE BRING A DIFFERENCE TO DIVIDENDS.

It is imperative to continuously advance our discipline and analytical skills to ensure we are the progressive alternative of dividend investing. Unlike competitors, we have embraced technology and data science since our beginning to help us find the best companies. Being different is what makes us better.

WE PROMOTE A CULTURE OF THOUGHTFUL CREATIVITY.

To be a company of insightful innovation requires a workplace that encourages original thoughts and practices. At all levels of the company there must be a frequent examination of our approach and processes and a culture of continuous improvement.

BUILD EVERYTHING TO LAST.

Our intention is to take our investors and our business into a long-term secure future. By investing in quality companies and employees and by providing our clients with high quality service, we will get there. Quality has that rare attribute of lasting.

We are specialists. We do not build products to fill a gap in a shelf – we build products where we believe we have a competitive advantage. We are committed to direct alignment with our investors: we are an independent, employee-owned firm with personal capital invested alongside our investors and on the same terms as our investors. By being consistently invested alongside our investors, we will always be committed to sharing the future with them.

We think it is important to continually ensure we are aligned with our investors in our objectives beyond this fundamental point. The most important principle we can follow is to put our investors' interests ahead of our own with unwavering good faith and transparency. Our job is to consistently confirm an investor's trust by managing investments in the right way.

Thank you for your support of Bristol Gate.

As investors, we share core beliefs.

We believe in Active Management.

We don't look like the benchmark and we don't look like other managers. We build concentrated portfolios that look different because we think that is a hallmark for managers seeking better performance.

Passive investing gives you perfect market exposure that means all the upside and all the downside of an index. Maintaining a consistent gap between upside and downside capture leads to better results over time. Bristol Gate seeks to differentiate itself by holding a concentrated portfolio of the best dividend growing companies in the index.

Proponents of passive investing often point to the poor success rates of active managers in beating their benchmarks. There is ample evidence, however, to suggest that there is a subset of managers who share similar traits that tend to buck the trend and deliver attractive long-term results. Those traits include high active share, a disciplined approach and a long-term outlook.

HIGH ACTIVE SHARE

Bristol Gate's concentrated portfolios have consistently had a high Active Share, a metric that measures how different a portfolio is from its benchmark.

DISCIPLINE

We are committed to using a disciplined and repeatable investment process. This process helps us find exceptional dividend growers which can sustainably grow over time and helps us understand when it is time to move on. This consistent process helps instill confidence and allows us to focus on delivering strong long-term returns for our clients.

LONG-TERM OUTLOOK

When our clients share our belief in the value of active management, they understand that investing is a long-term venture, and remain focused on long-term outcomes. While short-term returns may be different from a benchmark, there is ample academic research that demonstrates differentiated performance is necessary to deliver long-term outperformance.

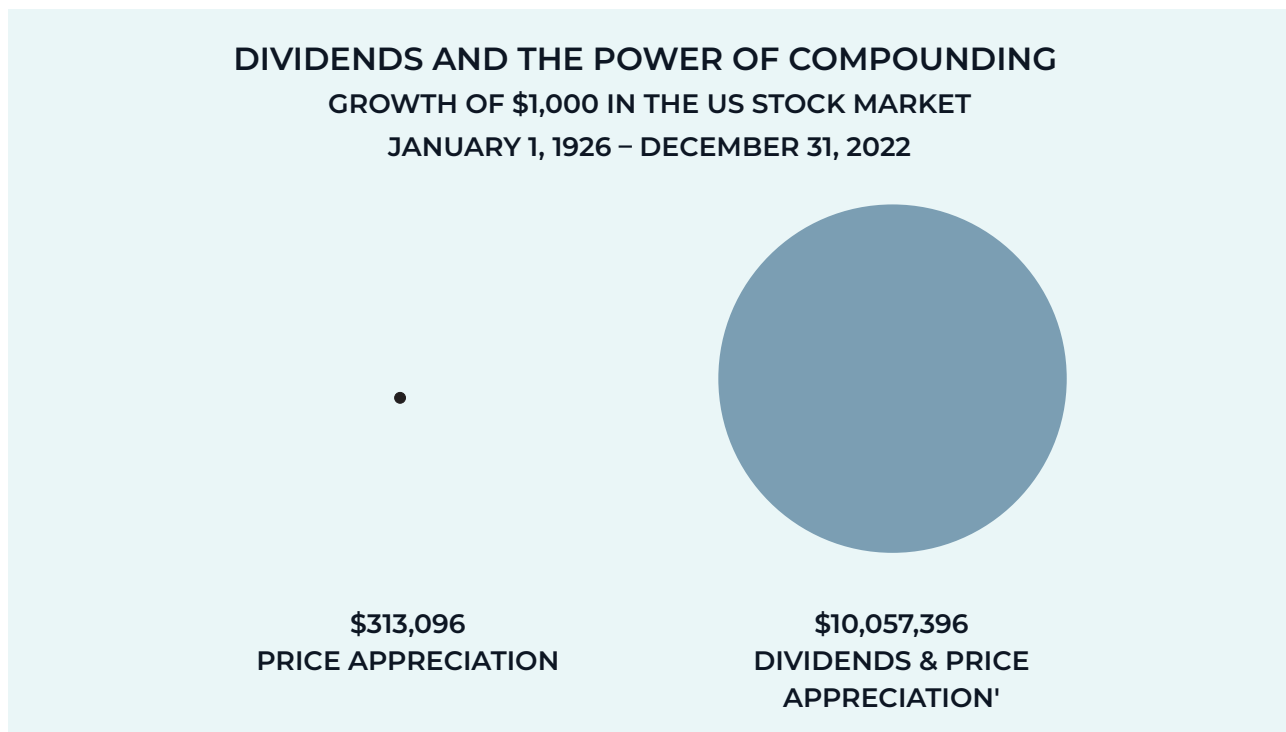
While our strategy will not beat the market every time, we firmly believe it will beat the market over time.



We understand the importance of dividends and believe growing dividends matter.

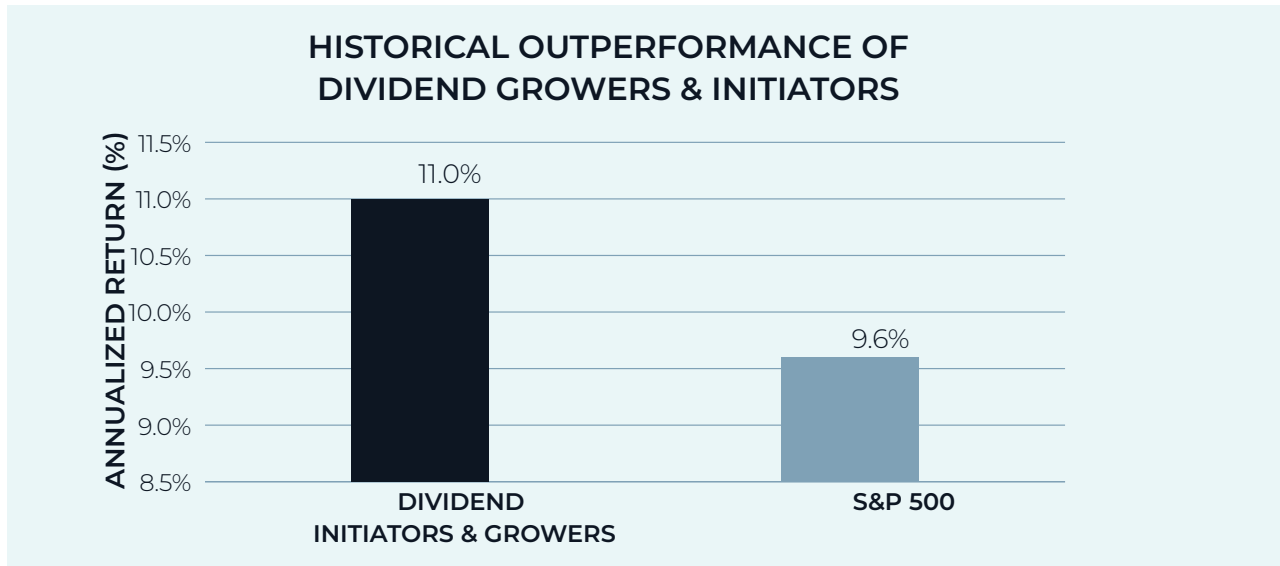
At Bristol Gate, we aspire to be a world leader in dividend growth investing. This vision corresponds with our mission of providing our clients with more income every year. Over time, we believe the value of a business is linked to the income it generates.

The impact dividends have on long-term performance cannot be overstated. It is widely recognized that stocks tend to outperform bonds and cash over the long term. Dividends, rather than capital gains, contribute significantly to the excess returns that stocks have historically offered. Going back to 1926, over 95% of the total return of the S&P Composite (after 1957, the S&P 500) can be attributed to reinvested dividends and the power of compounding, as illustrated here:



See Note 1

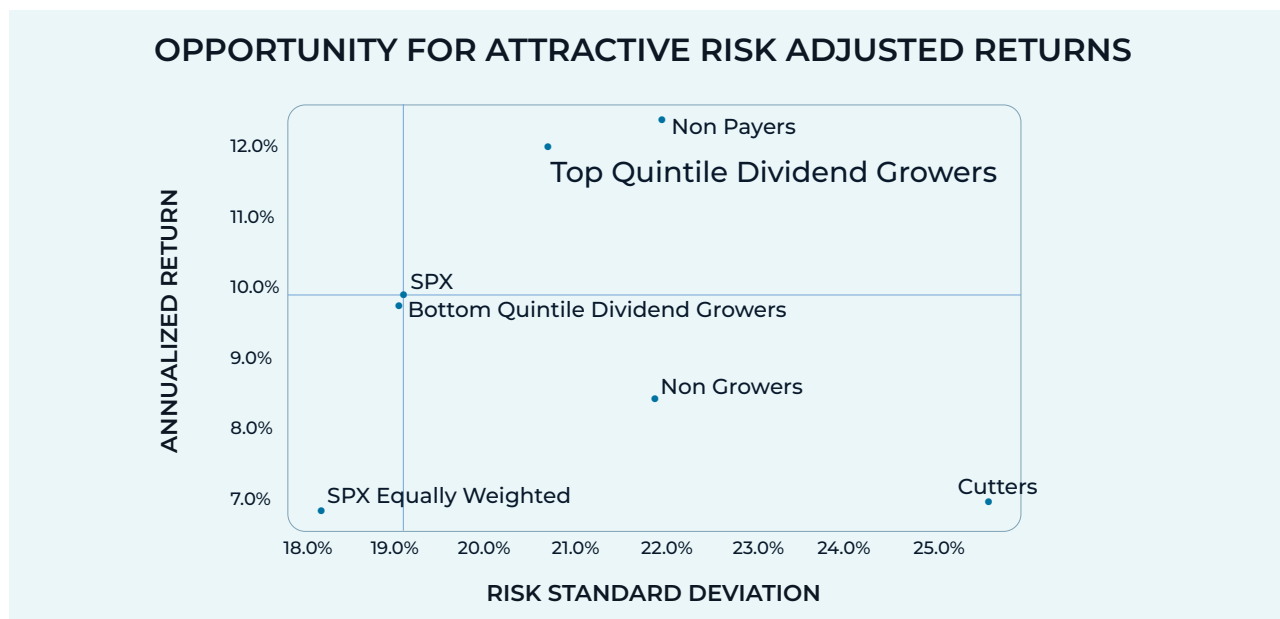
Initiating and/or growing dividends on a sustainable basis has historically been rewarded by the markets. Over the past 30 years, an investment in the S&P 500's dividend growers and dividend initiators would have been worth almost 50% more than being invested in the entire S&P 500.



See Note 2

We take it a step further and ask “what within dividend growth performs best?” We have found the best way to deliver attractive long-term investment returns is to invest in the highest dividend growing businesses. In this differentiated universe, we seek firms with dominant competitive positions, strong free cash flows, management teams of high integrity with a demonstrated record of intelligent capital allocation.

The chart below plots the risk and return profiles of various baskets of stocks from the S&P 500 over the previous 20 years. This period has seen numerous geopolitical events, rising and falling rates, the Great Financial Crisis and a global pandemic. As you can see, high dividend growth has performed well, suggesting a demonstrated resilience of the asset class.

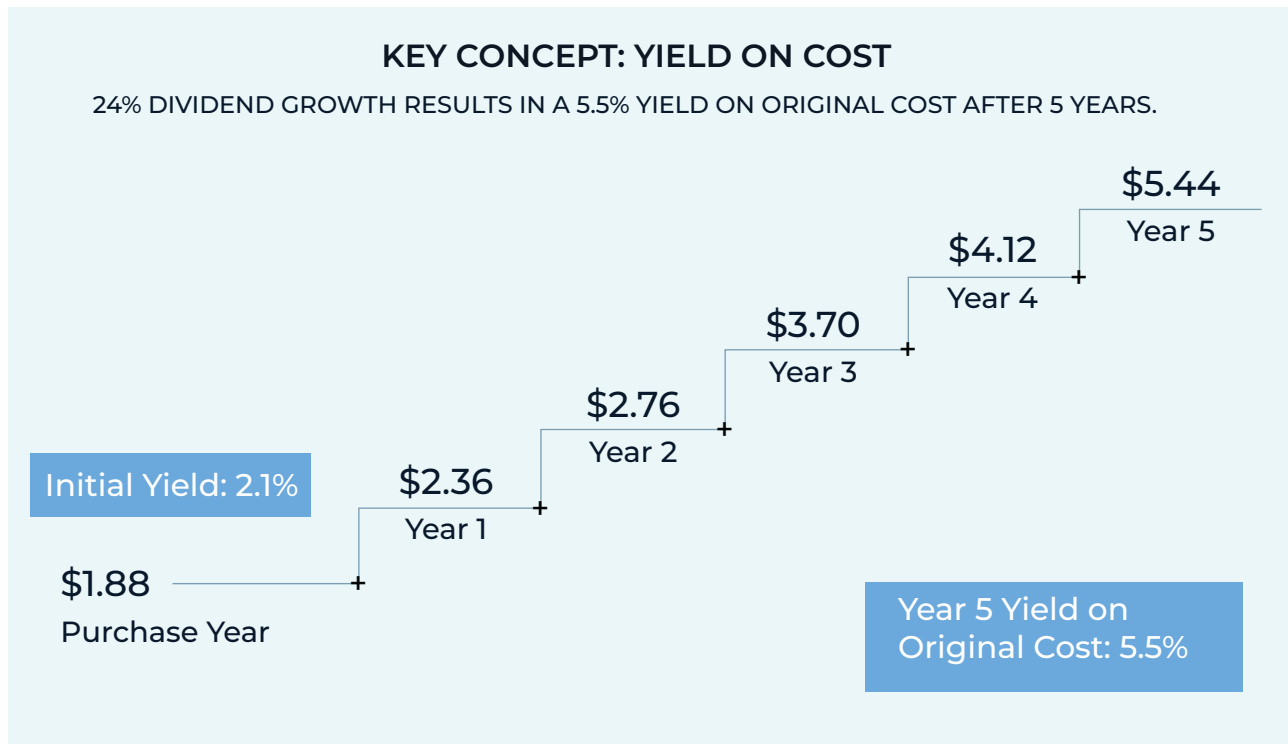


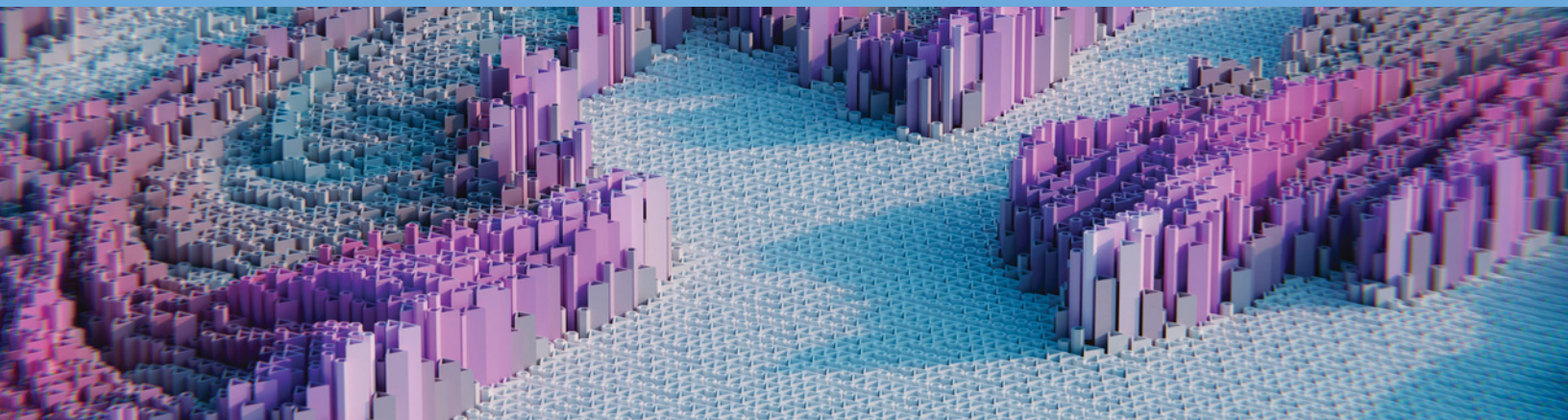
See Note 3

We believe in yield on cost.

While many investors look for the highest yield, we focus on how much more income an investor will receive each year down the road. Yield on original cost is determined by taking the dollar amount an investor receives in dividends over the cost paid for those securities. It is particularly relevant to dividend growth portfolios because as dividends grow so does the yield on original cost. Growing dividends take advantage of reinvesting dividends, which helps accelerate the power of compounding.

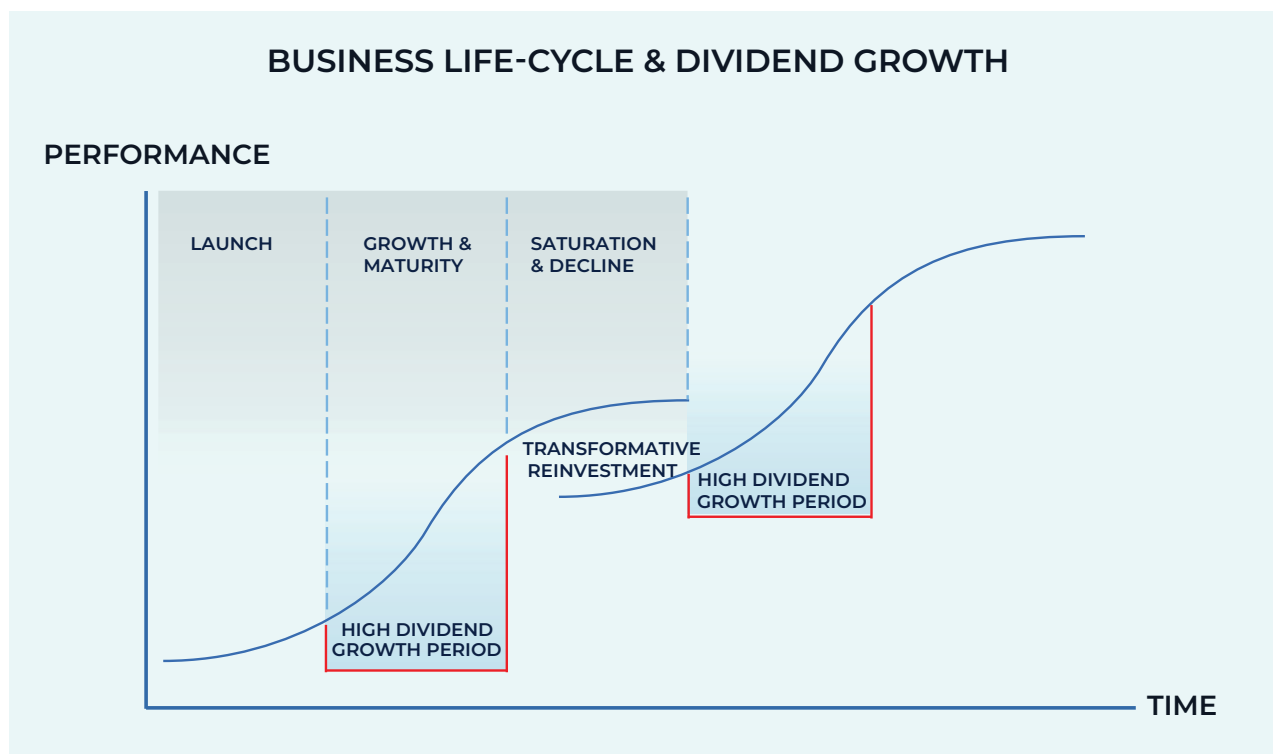
A further benefit of focusing on yield on cost is that companies with increasing dividends are often better risk-adjusted performers. Current yield can mask the underlying health of a business if, for example, a company is paying out more than it should in dividends in order to keep their current yield high.





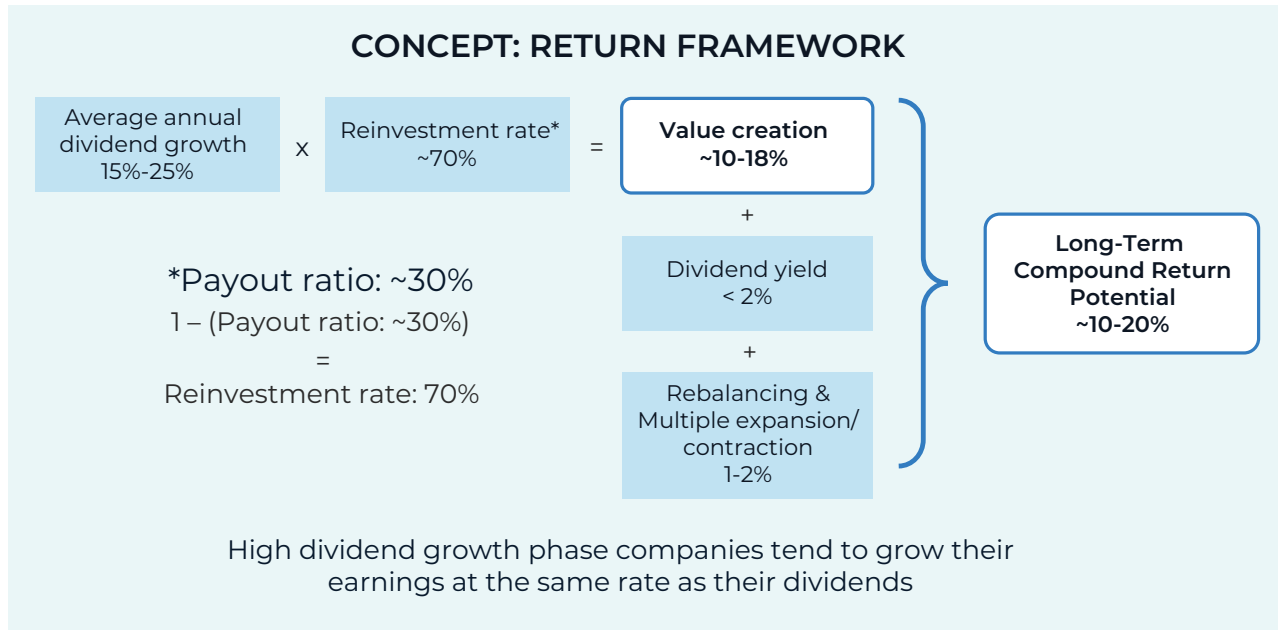
We believe in an understandable and sustainable return framework.

We believe in an understandable and sustainable return framework. History tells us that over the long term, share prices and dividend growth go hand in hand. Companies grow and mature over time and have different phases in their lives. We seek to own companies when they are in their 'high dividend growth phase', when their earnings are growing at high rates and are reflected by the accompanied growth in the dividends paid to their shareholders.



We believe our returns will ultimately be driven by the returns our companies' operations generate plus or minus the price we pay to acquire those earnings. The combination of high operating returns within the businesses plus the company's ability to reinvest at those same high returns results in a compounding of the business' intrinsic value. This compounding leads to high long-term investment returns.

High dividend growth and ample reinvestment opportunities provide key inputs into our conceptual framework. If we are able to own a concentrated portfolio of businesses with these characteristics, we are confident of long-term success.



For illustration purposes only. The above is not a targeted return nor a projected return; it is an application of the Gordon Growth model and how we believe we have generated historical returns for the Bristol Gate US Equity Strategy. There is a risk of loss inherent in any investment; past performance is not indicative of future results.

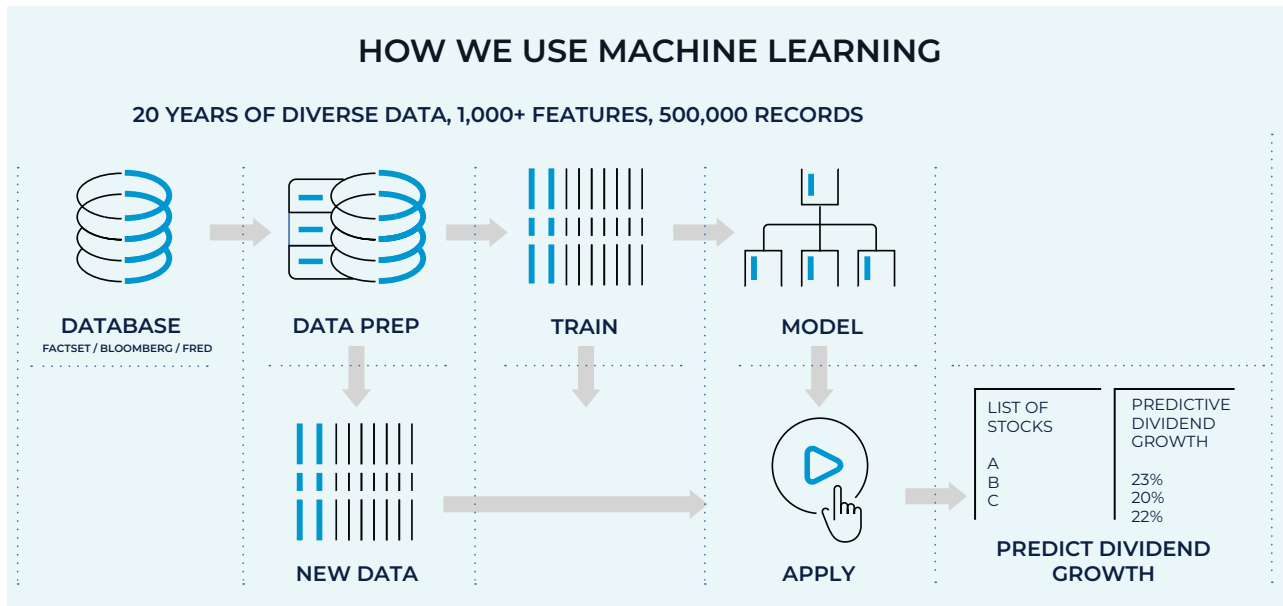
We believe a focused and consistent strategy is preferable to chasing market fads or timing the market.

We often think of our investment approach in real estate investing terms, comparing our portfolios to buildings with fixed numbers of rental units. One of the benefits of our real estate analogy is that it keeps us, and our investors, focused on what we believe drives long term value creation: the growing income stream and the underlying free cash flow that drives it, not the latest investment trend or daily market movements that can swing wildly.

We believe in the power of technology to help us make better decisions.

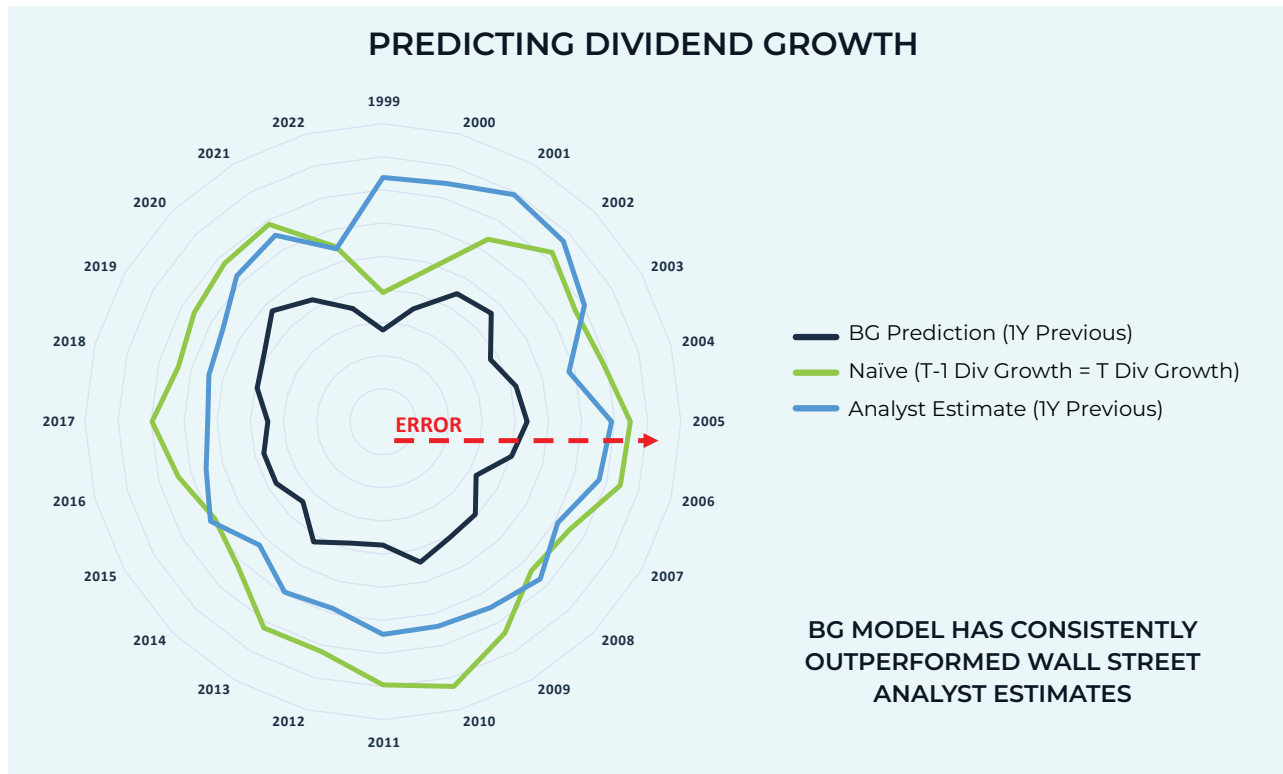
Since being founded, Bristol Gate has leveraged technology to help make better investment decisions. The technology has evolved significantly since then, but the principle remains the same.

In 2017, Bristol Gate adopted an Artificial Intelligence (“AI”) model to help predict dividend growth over the coming 12 months. Our proprietary machine learning model looks forward over the next 12 months in conjunction with fundamental analysis, providing us with foresight and confidence in finding the best future dividend growers of tomorrow, today.



The integration of AI into everyday life is rapidly evolving because AI can do things that people can't and it can do it faster and without bias. In our case, we know our machine learning model can predict dividends better than humans. For us, we want data science to be the best partner a fundamental manager can have. In this partnership, we see no downside in harnessing technology to the fullest extent possible.

Our model not only provides us the ability to process many variables but perspective into how each impacts our dividend predictions. It is not the perceived black box that many often believe it is, but a glass box that allows us to look in and gain unique insights.



Note 4

We believe in high-quality businesses.

We believe owning high-quality businesses is one of the best ways to preserve and grow capital in the long term. Within the high dividend growth space, we look for companies with key quality characteristics. Our investment and data science teams work to ensure that when we invest in a business:

- We can identify an enduring competitive advantage.
- Our predicted dividend growth is sustainable.
- There is a strong balance sheet.
- We find management teams aligned with us as shareholders.

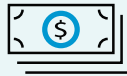
BRISTOL GATE COMPANIES: OUR MOST VALUED TRAITS



Structural Growth



Dominant Franchises

Free Cash Flow
GenerationValue Creating
Reinvestment

Effective Management



Stakeholder Focused



Low Payout Ratios



Strong Balance Sheets



Consistency

We believe in meaningful risk management.

We do not view risk as volatility, but rather as the permanent loss of capital, and we do not believe the traditional approach to risk management suffices. Instead, we use an evidence and data-driven approach to manage risk.

Having concentrated portfolios does not mean a lack of diversification. Rather than assuming that having a minimum number of sectors represented in our portfolios mitigates risk, our data science team examines the correlations between stocks in, or being considered for, our portfolios to ensure that we truly understand how the companies we own behave in different market environments.

We work to properly assess the companies we own not only from a fundamental perspective to ensure their dividend growth is sustainable, but also to understand how the company's stock price moves in relation to the hundreds of other companies that make up the entire market.

Our data science team also employs modern portfolio theory to measure how any company being added or removed from the portfolios impacts their risk and return potential. When buying companies, we believe risk management is a key step and our data-driven approach helps mitigate downside risk going forward.

Conclusion

Since 2009, Bristol Gate has focused on delivering more income for investors each year. Reimagining dividends and technology has led us to some foundational conclusions:

Bristol Gate believes owning high-quality, dividend growth companies is one of the best ways to preserve and grow capital.

Evidence shows that a basket of the highest dividend growers provides very attractive risk adjusted returns through all market cycles.

By taking the latest technologies and applying them to dividend growth investing, Bristol Gate is committed to finding the best dividend growth opportunities for the benefit of investors.

We hope this manual will help investors understand what we are working towards and, in turn, lead to greater confidence in our process and your investment. We understand trusting the journey is a path to success and look forward to helping investors succeed.

Note 1: Source: <http://www.econ.yale.edu/~shiller/data.htm>. See also disclaimers

Note 2: Source: Bloomberg (30 years ending December 31, 2022). See also disclaimers

Note 3: If you had perfect foresight and invested in the top 20% (Top Quintile Dividend) of the highest dividend growth companies for the next twelve months at the beginning of each year you would outperform the market over the past 20 years with lower volatility, resulting in very attractive risk-adjusted returns over time. Each theoretical portfolio presented for the stated category was constructed from an equal weight basket of stocks selected from the S&P 500 universe and reconstituted annually. Source: Bristol Gate, Bloomberg, Dec 31, 2001-Dec 31, 2022, in USD.

Note 4: Source: Bristol Gate, FactSet. See also disclaimers

Disclaimers: There is a risk of loss inherent in any investment; past performance is not indicative of future results. Prospective and existing investors in Bristol Gate's pooled funds or ETF funds should refer to the fund's offering documents which outline the risk factors associated with a decision to invest. Separately managed account clients should refer to disclosure documents provided which outline risks of investing. Pursuant to SEC regulations, a description of risks associated with Bristol Gate's strategies is also contained in Bristol Gate's Form ADV Part 2A located at www.bristolgate.com/regulatory-documents. This piece is presented for illustrative and discussion purposes only. It should not be considered as personal investment advice or an offer or solicitation to buy and/or sell securities and it does not consider unique objectives, constraints, or financial needs of the individual. Under no circumstances does this piece suggest that you should time the market in any way or make investment decisions based on the content.

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