



About Us

The consumer sector has **outperformed global markets** over time. We expect this to continue to do so over the coming years due to significant tailwind forces and disruptive innovations

We launched Safehouse in 2019 to **capitalize on these trends** by identifying winning business models and companies that generate **superior absolute returns** while **preserving capital**

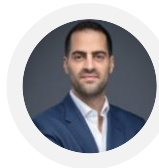
We follow a four-pillar strategy centered around a) **thematic investing**, b) **close-knit networks** c) **strategic partnership** with HB Investments, leveraging unique insights into the global consumer and d) a **rigorous and disciplined investment process**

We bring over **15+ years of investment experience** in leading asset managers, with a focus on the consumer sector and we keep **+90%** of our net worth invested in the fund

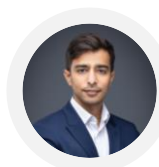
We pursue a **concentrated portfolio**, with a **long bias** and a **flexible cash management** approach

We maintain a **liquid global mandate**, with **monthly redemptions** and retain a **high-water mark**

We bring 15+ years of experience in consumer investing



Sharif Farha
Portfolio Manager

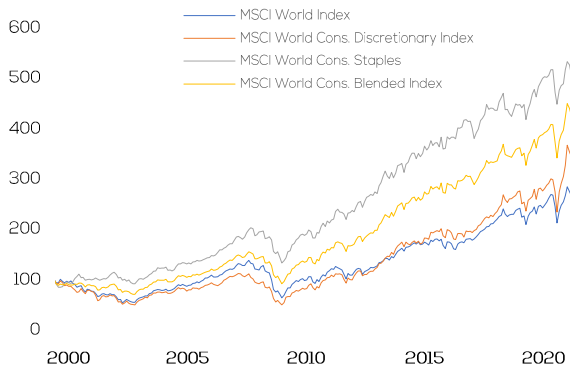


Mahindar Kumar, CFA
Senior Analyst

Why Consumer

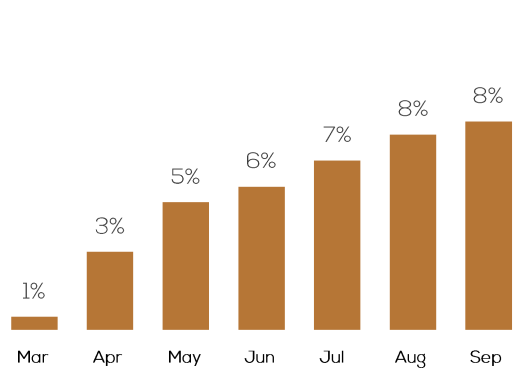
Consumer sector has outperformed global markets over past 20 years

Indices Return over past 20 years (Value of USD 100 Today)



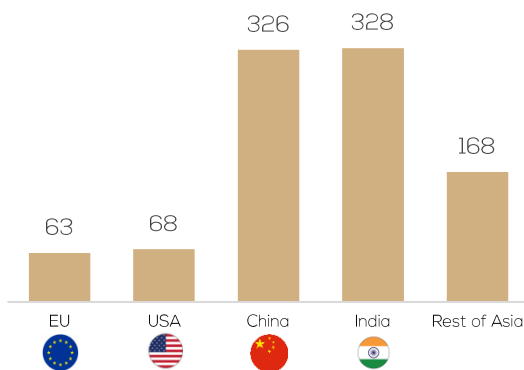
Lockdowns and transfer payments have created pent up demand

Excess household savings (% of PCE, 2020)



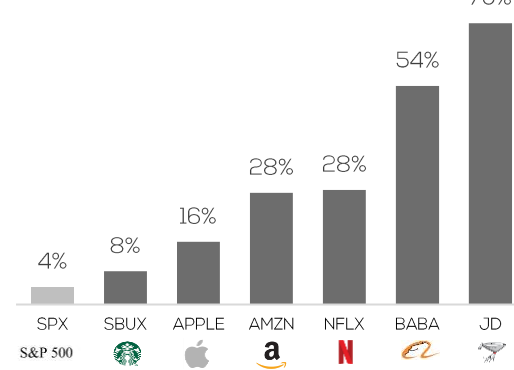
Millennials will drive growth in emerging markets through new habits

Number of working age millennials (Mn, 2020)



It is easier than ever to scale a business

10-year revenue CAGR (%)



Accelerated rate of technological change means not all companies benefit from these trends, **selecting winners is more important than ever**

Our Edge

Theme driven	Rich ecosystem	Strategic partnership	Unique process
<p>We look for the most prominent and impactful trends that will shape consumer behavior</p> <p> Social Gaming</p> <p> Win-Win Platform</p> <p> Passion Economy</p> <p> Retail 2.0</p>	<p>We utilize our network of consumer industry experts and top performing investors from around the world to uncover emerging winners</p> <p>+25 subject matter experts from 12 industry segments</p> <p> Safehouse Capital</p> <p>+30 investment professionals from 20 global funds</p>	<p>We have strengthened our edge through a strategic partnership with HB Investments (the investment arm of the founders of Huda Beauty)</p> <p></p>	<p>We maintain an institutionalized investment process that has been crafted and finetuned over the past 15 years</p> <p>Quality</p> <p>+</p> <p>Catalyst of Change</p> <p>+</p> <p>Valuation</p>

Fund Guidelines

<p>Broad Diversification</p> <ul style="list-style-type: none"> Maximum of 40 Positions (Typically ~25) Maximum long position size typically 8%, maximum short position size 4% Maximum non-consumer sector weight 40% of NAV (Typically ~25%) Typical maximum single country weight: (DM 50%, EM 30%) Maximum short exposure of 30% of NAV No limit on cash exposure 	<p>Portfolio Style</p> <ul style="list-style-type: none"> Generally long bias depending on market conditions 	<p>Leverage</p> <ul style="list-style-type: none"> Typically no leverage is used 	<p>Risk Limits</p> <ul style="list-style-type: none"> Monitoring liquidity Monitoring price targets Monitoring Sector/Country/ Stock limits
	<p>Market Bias</p> <ul style="list-style-type: none"> Agnostic 	<p>Liquidity</p> <ul style="list-style-type: none"> Able to liquidate 90% of portfolio in under 2 trading days 	
	<p>Capitalization Bias</p> <ul style="list-style-type: none"> Typically no market cap < USD 1bn 	<p>Holding Period</p> <ul style="list-style-type: none"> Typically 12-36 months 	

We built Safehouse to take advantage of emerging **trends** and **disruptive forces** and generate **superior returns** for our investors

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**Safehouse
Capital**