

Our Investment Philosophy

Our goal is to make more of our clients' money available for investment by reducing fees without sacrificing the quality of our service or the growth potential of the portfolios that we manage. We achieve this by:

1. Constructing core-satellite portfolios that comprise both actively and passively managed investment funds i.e., index trackers and ETFs, especially for offshore allocations;
2. Using technology and proprietary methodologies to reduce our operating expenses, resulting in lower fees, and
3. Partly offsetting traditional advice fees against marginal subscription fees.

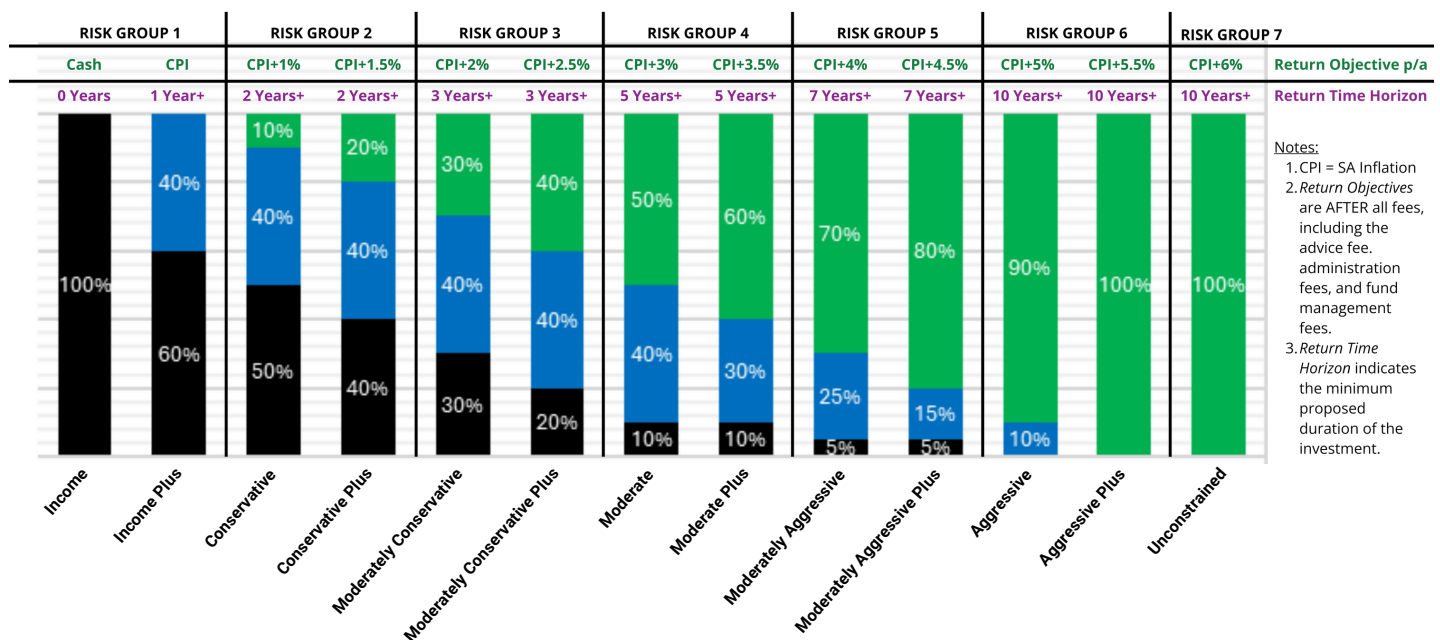
Five investment principles underlie our portfolios:

1. Long-term strategic asset allocation and tactical portfolio construction
2. Diversification across countries, sectors, and industries
3. Low fees
4. Quality fund managers and administrators with proven track records
5. Catch-all Benchmarking*

*We measure returns on portfolio level, not on fund level. What this means is that our benchmarks take ALL fees into account. It is common in the industry to use benchmarks established by fund managers only, without factoring in the fees for advice and administration. **Every incremental saving, when compounded over time, contributes to investment returns. The key is to reduce fees in aggregate without sacrificing quality or the potential for growth in line with the respective benchmarks.**

Our Investment Portfolios

■ Cash ■ Bonds ■ Local / International Equity and Property



Performance Snapshot

As at end November 2024

Celagenix® Portfolio Performance	Benchmark	Duration	1 Month	3 Months	6 Months	YTD	1 Year	3 Years	5 Years
Income	CPI	0 Years	0,65%	2,09%	4,33%	8,12%	8,90%	7,58%	6,55%
Income Plus	CPI	1 Year+	0,72%	2,21%	4,65%	8,53%	9,34%	7,95%	6,88%
Conservative	CPI+1%	2 Years+	1,19%	2,61%	6,21%	9,77%	10,89%	8,68%	7,90%
Conservative Plus	CPI+1,5%	2 Years+	1,53%	2,98%	6,67%	10,23%	11,59%	9,02%	8,48%
Moderately Conservative	CPI+2%	3 Years+	1,73%	3,33%	7,54%	10,99%	12,84%	10,04%	9,69%
Moderately Conservative Plus	CPI+2,5%	3 Years+	1,91%	3,61%	8,29%	11,71%	13,80%	10,46%	10,31%
Moderate	CPI+3%	5 Years+	2,01%	3,83%	8,80%	12,77%	15,29%	11,37%	11,78%
Moderate Plus	CPI+3,5%	5 Years+	1,76%	3,70%	8,63%	12,93%	15,43%	11,86%	12,58%
Moderately Aggressive	CPI+4%	7 Years+	1,90%	3,90%	8,83%	13,93%	16,31%	12,13%	13,50%
Moderately Aggressive Plus	CPI+4,5%	7 Years+	1,82%	3,96%	9,01%	14,31%	16,81%	12,46%	14,22%
Aggressive	CPI+5%	10 Years+	1,77%	4,04%	8,34%	16,07%	18,65%	14,10%	16,39%
Aggressive Plus	CPI+5,5%	10 Years+	2,08%	4,32%	8,29%	16,57%	19,25%	14,56%	16,83%
Unconstrained (Local Equity)	CPI+6%	Bespoke							
Unconstrained (Offshore Equity)	CPI+6%	Bespoke							
CPI Rate (SA Inflation)	N/A		-0,09%	0,09%	0,78%	2,93%	2,84%	5,44%	5,44%

Performance figures are denoted after fund management fees. All returns greater than 12 months are annualised. **Our portfolios are constructed and actively managed to achieve benchmark performance after all costs have been accounted for, not just fund management fees.** This is a big divergence from the industry standard where financial advice and administration fees are generally not factored into the benchmarks. While we follow our time-tested investment philosophy rigorously, past performance is not an indication of future performance.

Asset Class Returns

The indices listed below serve as proxies for asset class returns and are intended for illustration purposes only.

Asset Class	Proxy Index	6 Months	1 Year	3 Years	5 Years	10 Years
SA Equity	FTSE/JSE All Share	13,19%	18,12%	10,64%	12,50%	9,80%
SA Bonds	FTSE/JSE All Bond	13,41%	18,20%	10,42%	9,80%	8,82%
SA Property	FTSE/JSE SA Listed Property TR ZAR	21,39%	32,71%	13,72%	5,35%	3,37%
SA Cash	STeFI 3 Month NCD ZAR	4,00%	8,22%	6,89%	5,82%	6,32%
International Developed Market Equity	MSCI World	8,85%	23,08%	13,88%	17,87%	16,12%
International Emerging Market Equity	MSCI Emerging Markets	1,17%	8,19%	0,93%	4,56%	6,38%
International Property	FTSE EPRA/NAREIT Developed Index	13,80%	20,20%	-2,30%	1,50%	*
International Bonds	FTSE WGBI USD	1,22%	-1,62%	-1,34%	1,81%	3,98%
International Cash	JPM GBI US 3 Mon TR USD	2,55%	5,27%	8,44%	7,38%	6,71%

SOURCE: JSE, MSCI, S&P, JP Morgan, FTSE EPRA/NAREIT, Bloomberg, and Celagenix Financial Services Investment Committee

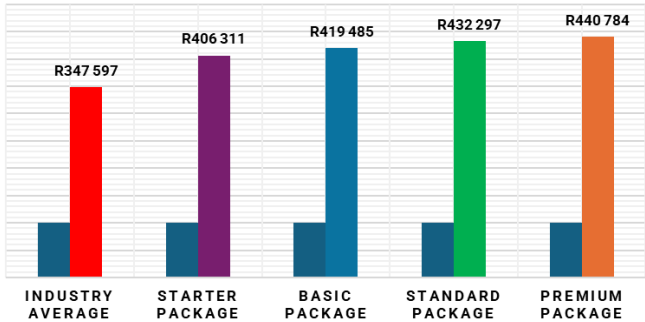
Low Cost. Maximum Value.

We believe in ethical pricing, transparency, and accountability, aiming to strike a balance between what it costs us to run our business and what our clients need to grow their wealth. To achieve this, **we developed a hybrid remuneration model that maximises the investment of our clients' hard-earned money.**

The goal is to separate our fees from our clients' investable capital without overcompensating in other ways. In our view, the traditional financial advisory model diminishes investable capital through high initial and ongoing fees, whilst current fixed-fee advice models are expensive and generally biased towards affluent individuals. We are committed to making financial advice affordable and accessible, while maintaining the highest professional standards.

Our Financial Advice & Lifestyle Planning Packages were developed on this premise. **For a small monthly or annual fee clients benefit from the expertise of seasoned financial planners and top-rated fund managers, enjoy significantly reduced rates, and gain access to a variety of perks.**

The Value of R 100,000 after 20 years*



*Assumed Growth Rate of 10% per annum, after factoring in all fees. For illustration purposes, we have not made assumptions around dividends or capital growth. It is important to note that lower fees ultimately means that more of your capital will be used to purchase the underlying investment units that generate interest, dividends and/or capital growth.

Portfolio Holdings

Fund Managers used in our Portfolios:

10X	GLACIER
36ONE	M&G
ABAX	NINETY ONE
ALLAN GRAY	OLD MUTUAL
AMPLIFY	PSG
AYLETT	SATRIX
CENTAUR	STANLIB
CORONATION	SYGNIA
FAIRTREE	TRUFFLE

Fund Manager Selection

The underlying fundamental for the inclusion of a fund in our investment strategy is whether it will contribute to the achievement of the portfolios' objective, increase the probability of achieving the target return and/or reduce the portfolios' overall risk. Both qualitative and quantitative factors are considered when including a fund and not just past success.

Quantitative factors included in the screening of the fund universe include, inter alia:

- Yield / return over the appropriate term / duration
- Risk-adjusted evaluations e.g. Sharpe & Sortino ratios
- Maximum drawdowns
- Effective Annual Cost ("EAC")
- Benchmark performance

Funds considered must pass our due diligence criteria and show evidence of the ability to generate consistent risk adjusted returns. Furthermore, the skills of the manager must compliment the current holdings of the fund.

Financial Advice and Lifestyle Planning Packages

Affordable, high-quality solutions designed to help our clients save more money and maximise their investment returns. Gain immediate access when you subscribe online.

GET STARTED

	STARTER PACKAGE	BASIC PACKAGE	STANDARD PACKAGE	PREMIUM PACKAGE
Cost (Monthly)*	FREE	R171,35	R378,35	R585,35
Cost (Annually)* - 10% Off	FREE	R1 850,58	R4 086,18	R6 321,78
*VAT included				
Initial Investment Advice Fee**	Maximum 1%	0%	0%	0%
Ongoing Investment Management Fee**	0,70%	0,55%	0,40%	0,30%
Financial Review	☑	☑	☑	☑
Comprehensive Investment Planning	☑	☑	☑	☑
**VAT excluded				

To see a full comparison of our packages, visit our [website](#).

Lifestyle Planning | Financial Advice | Investments | Wills & Estates | Life Insurance | Business Assurance | Employee Benefits

Disclaimer

Higher fees will always reduce investment outcome regardless of market performance. It is not necessarily indicative of future returns, which are not guaranteed. While every effort has been made to ensure the accuracy and reliability of the information in this document, Celagenix Financial Services cannot be held responsible for any decisions made solely on this information.

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