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INVESTMENT PERFORMANCE SEPTEMBER 2018

Intelligent investment with integrity. IpsosFacto is a one stop advice shop for the DIY investor. We use value investing principles inside a structured logical approach to provide regular investment recommendations.

IpsosFacto Model Performance Capital plus Income Returns to 30.09.18

	YTD	1 Year	3 Years	5 Years	Since launch 31.03.12
IpsosFacto Investment Trust Model*	2.3%	8.5%	41.3%	55.6%	
IpsosFacto Equity Model**	4.8%	8.3%	33.4%	36.5%	76.4%
FTSE All Share	0.8%	5.8%	35.3%	38.6%	65.9%
IpsosFacto Bond Model***	-0.3%	0.0%	4.8%	16.1%	
Bond Benchmark (total return)****	-1.2%	-2.4%	9.6%	25.1%	

* Based on £100,000 portfolio after estimated dealing charges + 113.4% since launch (30.04.12) v. 65.6% FTSE All Share.

** Based on £200,000 portfolio after estimated dealing charges (active launch 31.03.12).

*** Based on £30,000 portfolio after estimated dealing charges; 10.7% since launch (01.06.12) v. 17.4%. Bond benchmark 50% 5 - 10 year and 50% 10 - 15 year Gilts UK FTSE Actuaries Indices.

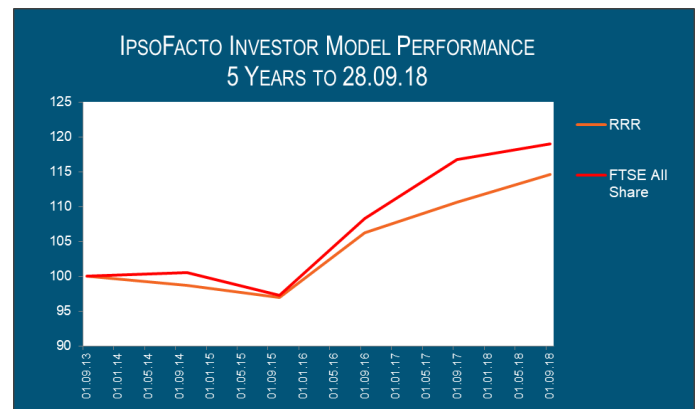
**** Bond Benchmark is total return, ie. includes the effect of income reinvested in capital. This benefits performance v. the model when bond returns are positive.

Asset Allocation

The IpsosFacto Asset Allocation Model selects between equities, bonds and cash according to a matrix which is determined by real yields and riskiness of asset class. The back testing of this model, using the relevant indices, shows good risk adjusted returns compared to the FTSE All Share to 28.09.18, 110% versus 129.4% over ten years and 28.3% versus 42.5% over five years, with much lower volatility; these returns are achieved despite always holding an element of cash in a strong period for equities.

Equity Model

The graph to the right shows the performance of our equity portfolio for the five years to 28.09.18 in capital terms - it is up 14.6% versus 19.0% for the FTSE All Share. We update this quarterly.



The equity model is based on our Risk adjusted Relative Returns methodology (RRR).

Discrete Annual Capital Returns	RRR	FTSE All Share
03.10.14	-1.3%	0.5%
02.10.15	-1.8%	-3.3%
30.09.16	9.6%	11.4%
29.09.17	4.1%	7.8%
28.09.18	3.6%	1.9%

RISK WARNINGS

- These are past simulated performance figures. Past performance is not a reliable indicator of future results.
- Charges are not included in the equity model graph figures. Stamp duty, the bid/offer spread and commission will reduce returns.
- Performance figures are compiled by IpsosFacto investor.com, based on prices extracted from the Financial Times.

Investors should be aware that past performance is not necessarily a guide to the future and that the price of shares and other investments, and the income derived from them, may fall as well as rise and the amount realised may be less than the original sum invested.