

[Invest Now](#)
[Fund Factsheet](#)
[Documentation](#)
[Analysis](#)
[News](#)
[FAQ](#)
Price Data Wednesday 31st July

Share Class	AMC	Minimum	Price p
T Class Acc	1.0%	£1,000	161.17
T Class Inc	1.0%	£1,000	155.73
R Class Acc	1.5%	£1,000	158.99
R Class Inc	1.5%	£1,000	155.57
I Class Acc	0.9%	£5m	161.59
I Class Inc	0.9%	£5m	155.73

Fund Type:	UK OEIC
Portfolio Manager:	Terry Smith
Launch Date:	November 2010
Accumulat'n Shares:	Dividends Retained
Income Shares:	Dividends Paid Out
Min Regular Saving:	£100 per month
Initial Charge:	None
OCF* (T/R/I Class):	1.16%, 1.66%, 1.06%
Registrar:	IFDS Ltd.
Depository:	State Street Trustees Ltd.
Auditor:	Deloitte LLP
Dealing:	Daily at noon
IMA Sector:	Global Growth
Fund Size:	£1.5bn as at 31.7.13
Gross Portfolio Yield:	2.4% as at 31.7.13
PTR [^] :	+0.48% to 31.12.12
4 Day Fund Liquidity:	79% as at 28.6.13
No. Holdings:	26
Average Co. Founded :	1903
Average Co. Mkt. Cap.:	£52.1bn as at 31.7.13
Dividend Dates:	On or about 28/2 & 31/8

Geographic Split by Listing

As at 31st July	%
UK	23
Continental Europe	15
US	62

Portfolio Sector Exposure

As at 31st July	%
Consumer Staples	45
Healthcare	20
Industrials	7
Technology	12
Consumer Discretionary	13
Cash	3

Security Identification Codes

SHARE CLASS	SEDOL	ISIN	MEXID
EQUITY T ACC	B4Q5X52	GB00B4Q5X527	FUEQUI
EQUITY T INC	B4M93C5	GB00B4M93C53	FUSMIT
EQUITY R ACC	B4LPDJ1	GB00B4LPDJ14	FUNDISM
EQUITY R INC	B4QBRK3	GB00B4QBRK32	FUDSMI
EQUITY I ACC	B41YBW7	GB00B41YBW71	FUQUIT
EQUITY I INC	B4MR8G8	GB00B4MR8G82	FUUNDS

Equity Fund Aim

The Company will invest in equities on a global basis. The Company's approach is to be a long-term investor in its chosen stocks. It will not adopt short-term trading strategies.

The Company has stringent investment criteria which the ACD, as investment manager, adheres to in selecting securities for the Company's investment portfolio. These criteria aim to ensure that the Company invests in:

- high quality businesses that can sustain a high return on operating capital employed;
- businesses whose advantages are difficult to replicate;
- businesses which do not require significant leverage to generate returns;
- businesses with a high degree of certainty of growth from reinvestment of their cash flows at high rates of return;
- businesses that are resilient to change, particularly technological innovation;
- businesses whose valuation is considered by the Company to be attractive.

Investors should be aware that the application of these investment criteria significantly limits the number of potential investments for the Company's portfolio. It is envisaged that the investment portfolio of the Company will be concentrated, generally comprising between 20 and 30 stocks.

The Company will not invest in derivatives and will not hedge any currency exposure arising from within the operations of an investee business nor from the holding of an investment denominated in a currency other than sterling.

Performance Data, % Total Return, T Class, Accumulation:

	Last Month July	2013 to 31.7	2012	2011	2010+	Since Inception to 31.7.13
Fundsmith Equity Fund ¹	+2.5	+24.5	+12.5	+8.4	+6.1	+61.2
Equities ²	+5.4	+22.6	+11.4	-4.5	+8.0	+41.0
UK Bonds ³	+1.2	-1.5	+2.7	+15.6	-0.7	+15.2
Cash ⁴	+0.0	+0.2	+0.8	+0.9	+0.1	+2.1

¹Net of Fees priced at midday UK time

²MSCI World Index (E Acc) priced at close of business US time

³Nov and Dec only

³Bloomberg/ EFFAS Bond Indices UK Govt 5-10 yr

⁴3 Month £ LIBOR Interest Rate

Portfolio Comment for July 2013

Last month we sold our small position in McDonald's. McDonald's has struggled with poor revenue growth and there was no sign of improvement. This puzzled us given that it sells meals for \$1/£1 which we believe should be suited to the climate of austerity. But it slowly dawned on us that McDonald's has become a business which is selling mainly on the price of its product rather than its quality or utility, which is something we seek to avoid as investors. Its revenue performance is in sharp contrast to Domino's Pizza, which we also own, and which seems to have no trouble growing sales of pizzas at \$6/£6 each. We concluded that whereas McDonald's has an advertising slogan of "I'm lovin' it" Domino's has customers who are actually enjoying its products.

The top 5 contributors in the month were Stryker, Domino's Pizza, Johnson & Johnson, 3M and Becton Dickinson and top 5 detractors were Microsoft, Kone, Imperial Tobacco, McDonald's and Reckitt Benckiser.

Top 10 Holdings

- Stryker
- Domino's Pizza
- Dr Pepper Snapple

- Microsoft
- Reckitt Benckiser Group
- Becton Dickinson
- Imperial Tobacco
- Swedish Match
- Procter & Gamble
- Automatic Data Processing

Our Values

- No performance fees
- No initial fees
- No redemption fees
- No overtrading
- No leverage
- No shorting
- No hedging
- No derivatives
- No over diversification
- No closet indexing
- No lack of conviction
- No other equity strategies

Just a small number of high quality, resilient, global growth companies that are good value and which we intend to hold for a long time, and in which we invest our own money.

* The OCF (Ongoing Charges Figure) is the total expenses paid by the fund (excluding bank overdraft interest), annualised, against its average net asset value. The OCF will fluctuate as the average net assets and costs change. The OCF is for the year ended 31 December 2012.

[^] The PTR (Portfolio Turnover Ratio) has been calculated in accordance with the methodology laid down by the FSA. This compares the total share purchases and sales less total creations and liquidations with the average net asset value of the fund.

An English language prospectus for the Fundsmith Equity Fund is available on request and via the Fundsmith website and investors should consult this document before purchasing shares in the fund. Past performance is not necessarily a guide to future performance. The value of investments and the income from them may fall as well as rise and be affected by changes in exchange rates, and you may not get back the amount of your original investment. Fundsmith LLP does not offer investment advice or make any recommendations regarding the suitability of its product. This financial promotion is intended for UK residents only and is communicated by Fundsmith LLP which is authorised and regulated by the Financial Conduct Authority.