

### Risk factors

This document is a financial promotion for the FSSA Japan Equity Strategy. This information is for professional/ institutional investors only as defined in relevant jurisdiction. Investing involves certain risks including:

- The value of investments and any income from them may go down as well as up and are not guaranteed. Investors may get back significantly less than the original amount invested.
- Currency risk: the Strategy invests in assets which are denominated in other currencies; changes in exchange rates will affect the value of the Strategy and could create losses. Currency control decisions made by governments could affect the value of the Strategy's investments and could cause the Strategy to defer or suspend redemptions of its shares.
- Single country / specific region risk: investing in a single country or specific region may be riskier than investing in a number of different countries or regions. Investing in a larger number of countries or regions helps spread risk.
- Smaller companies risk: Investments in smaller companies may be riskier and more difficult to buy and sell than investments in larger companies.

Reference to specific securities or companies (if any) are included to explain the investment strategy and should not be construed as investment advice, or a recommendation to invest in any of those companies.

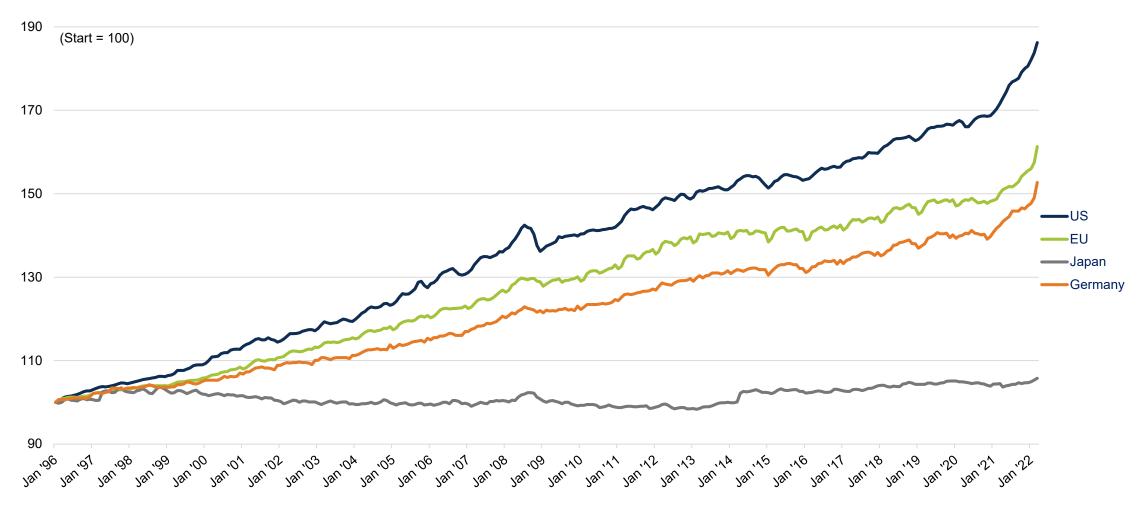
For a full description of the terms of investment and the risks please see the Prospectus and Key Investor Information Document / Product Highlight Sheet / Products Key Facts Statement, where applicable.

If you are in any doubt as to the suitability of our strategies for your investment needs, please seek investment advice.



## Japan has had little experience of inflation since the 1990s

Japan CPI has grown by 0.2% p.a. vs. 2.4% in the US

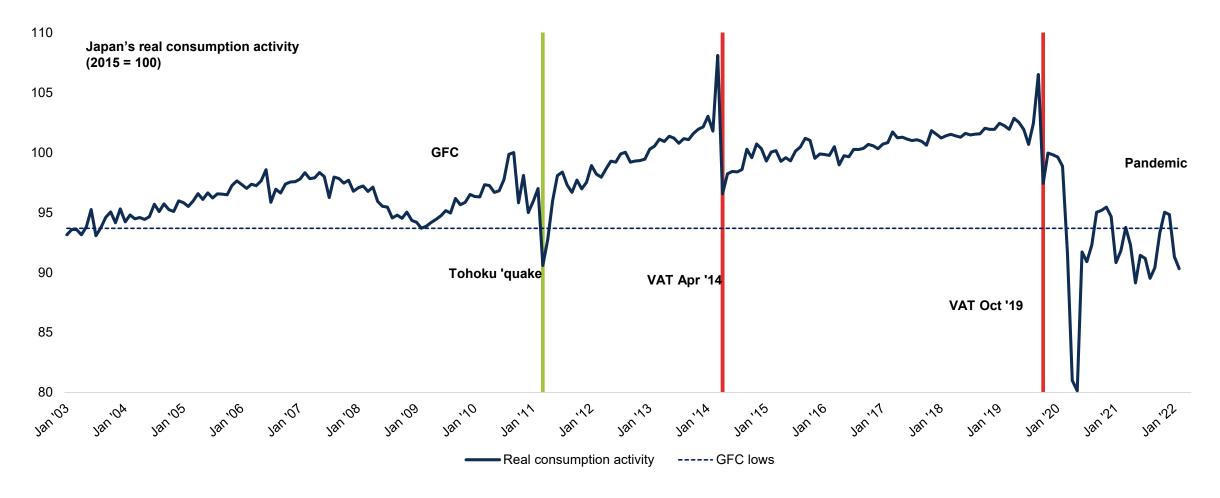


Source: MIAC, BLS and CLSA, as at March 2022.



### Weak domestic demand

No consumption growth since 2015, after excluding consumption tax hikes

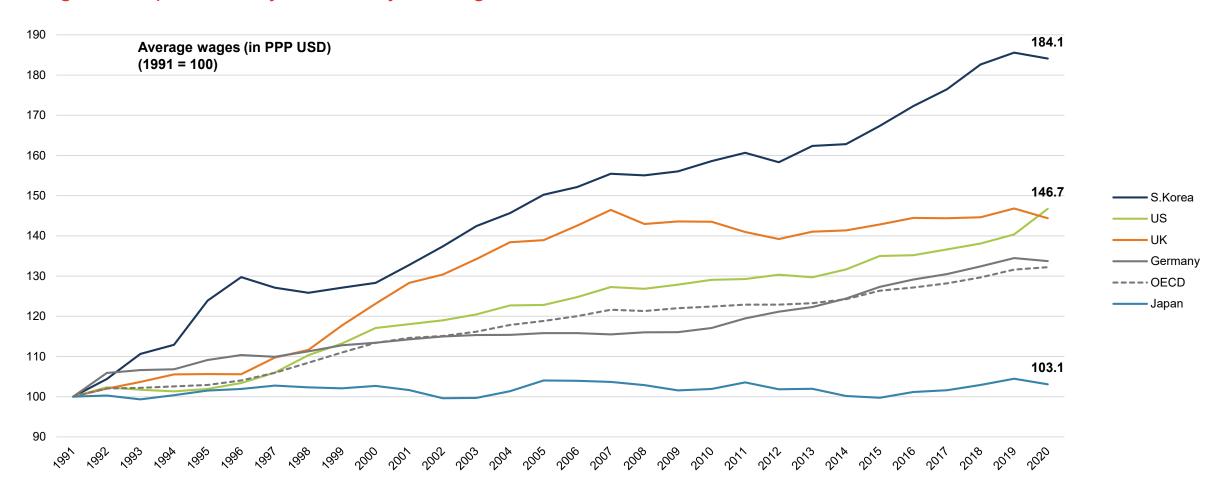


Source: BoJ and ESRI, as at January 2022. GFC is Global Financial Crisis



## Structural problem behind the scenes

Wages in Japan rose by 3% in 30 years, against 47% in the US and 84% in Korea

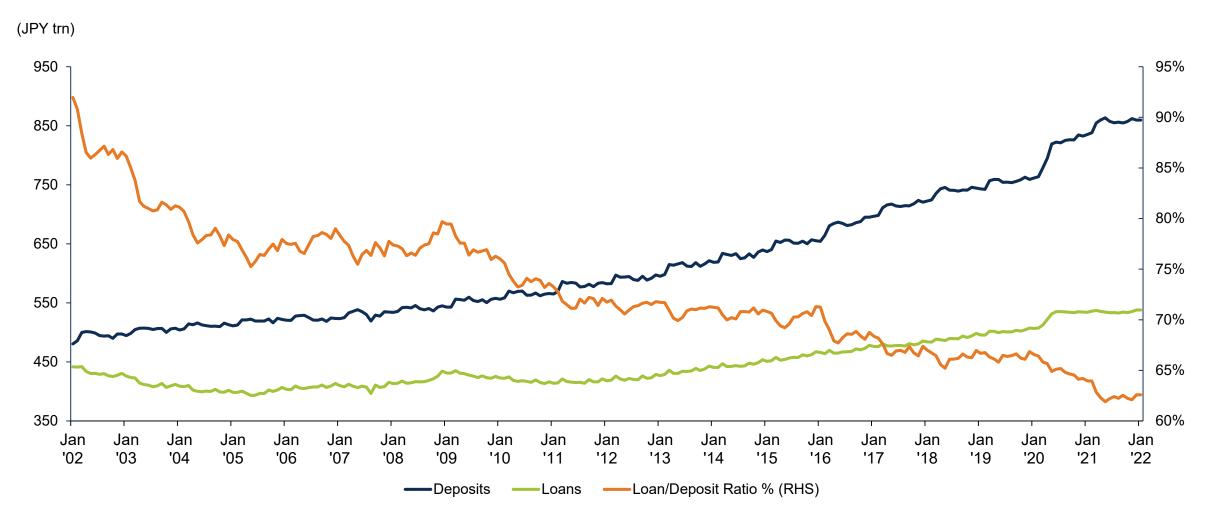


Source: OECD and CLSA, as at December 2020. PPP is Purchasing Power Parity



# Consistently muted risk appetite

Japanese banks' loan/deposit ratio

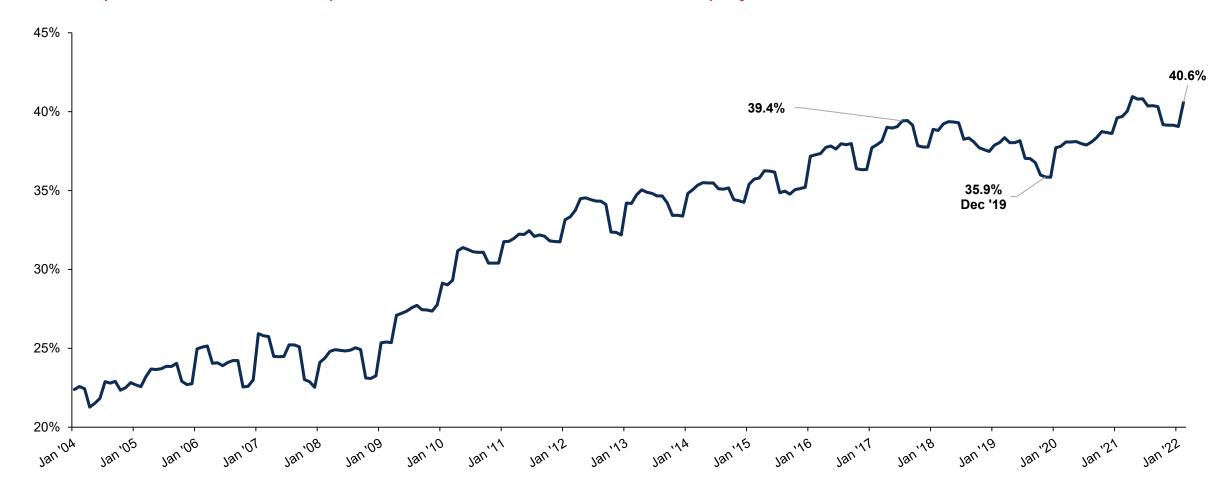


Source: CLSA, Japan Bankers Association, as at January 2022.



# Japanese firms continue hoarding cash

% of Topix non-financial companies with net cash over 20% of equity

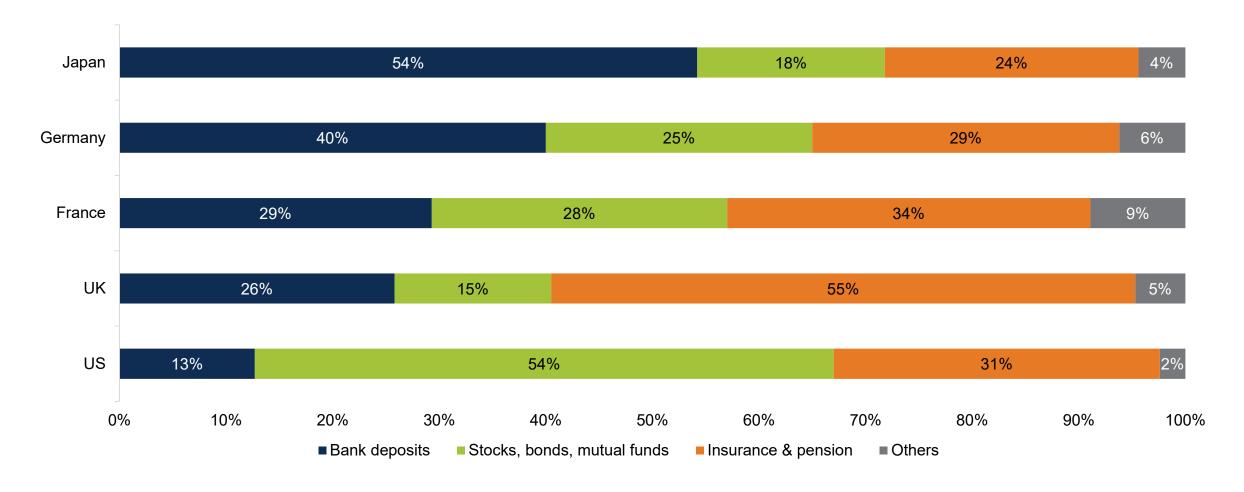


Source: Bloomberg, as at January 2022.



# Japanese families have not benefitted from the 'free money'

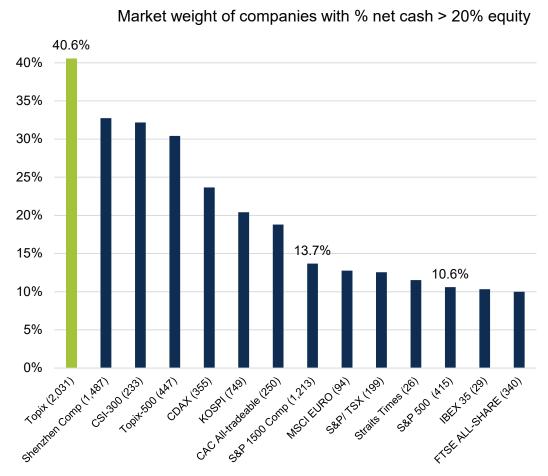
Most Japanese households still rely on bank deposits

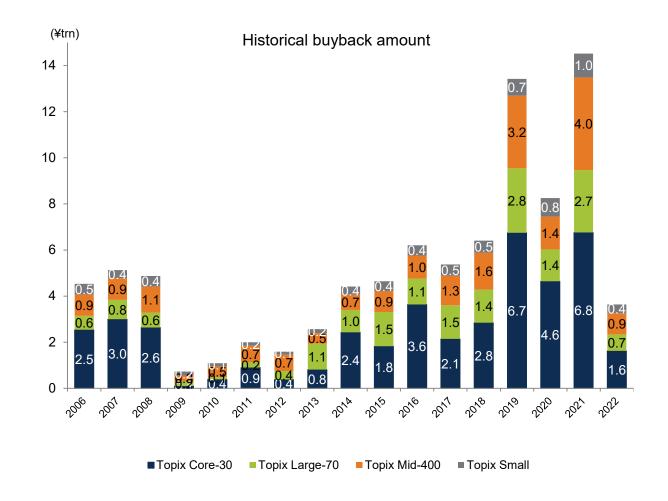


Source: Wealthnavi, based on OECD data by end of 2019. Numbers may not add up to 100% due to rounding.



## Japanese firms have the biggest cash pile for more buybacks



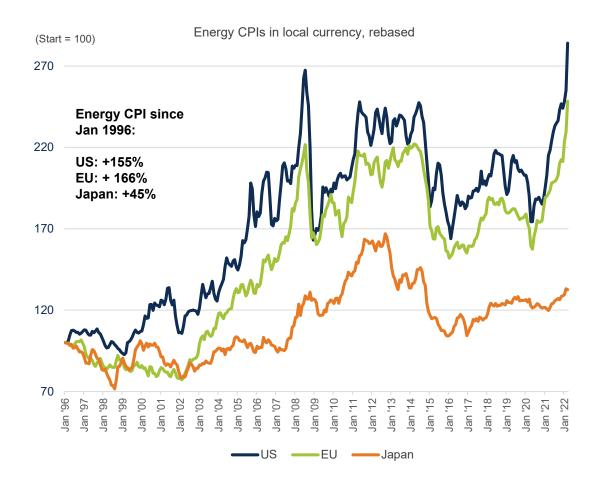


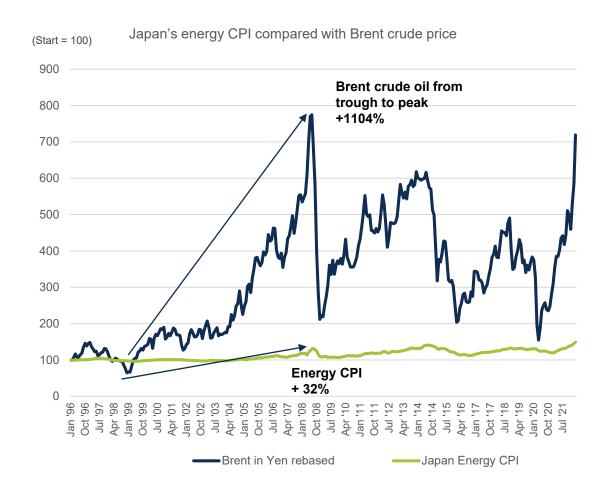
Source: Bloomberg, as at January 2022.



# Should we be concerned about weaker JPY on consumer prices?

The 1,104% price increase in crude oil in JPY terms had only 0.4% impact on Japan CPI since Jan 1996



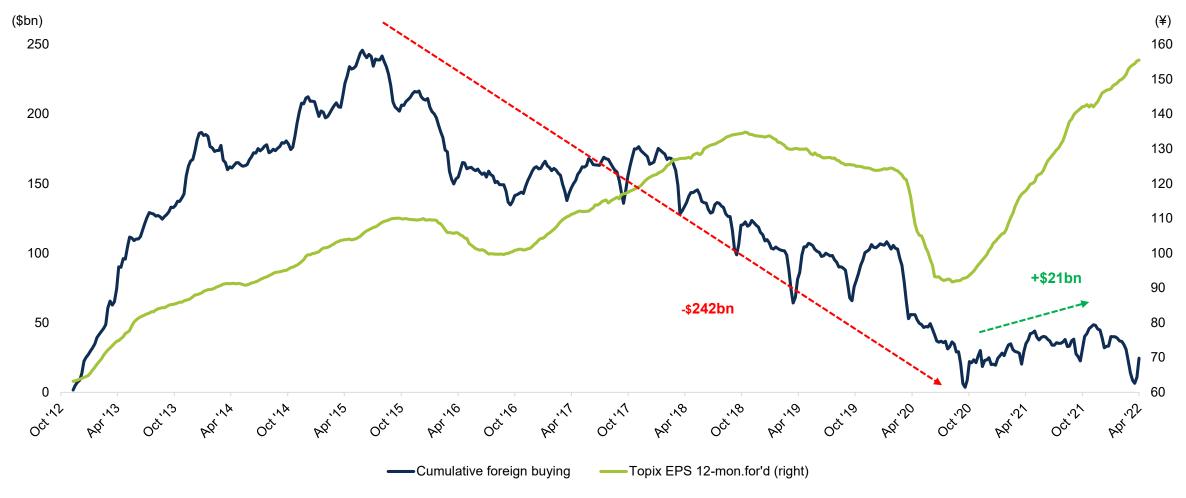


Source: BLS, Eurostat, German Federal Statistical Office, MIAC and Bloomberg, as at January 2022. CPI is Consumer Price Index



## Heavily under-owned despite continuous earnings growth

### Topix earnings vs. foreign buying trend



Source: MoF and Bloomberg, as at April 2022. EPS is Earnings Per Share



## Why invest in Japan?

### Global niche dominators + domestic disruptors

1) Global champions with dominant share

-			-
Companies	Investment case	Companies	Investment case
RECRUIT Recruit Holdings Co., Ltd.	<ul> <li>Recruit Holdings (Indeed/Glassdoor) has No.1 market share (c.15%) in global online recruitment market.</li> </ul>	SHIFT	<ul> <li>Leading enterprise software testing service provider. Low c.1% outsourcing ratio in Japan.</li> </ul>
KEYENCE	<ul> <li>Largest industrial vision player with c.26% global market share.</li> </ul>	PAYMENT GATEWAY	<ul> <li>Leading 3<sup>rd</sup> party online payment processor with c.25% market share. Low c.8% ecommerce &amp; c.30% cashless payment penetration in Japan.</li> </ul>
<b>SMC</b>	<ul> <li>Leader in pneumatic equipment market with c.40% of global market share.</li> </ul>	<b>B</b> enefit one	<ul> <li>No.1 fringe benefit service provider with 11.5mn members with over 50% market share.</li> </ul>
<b>∕</b> ∧S∧HI INTECC	<ul> <li>Dominant global market share (50%+) of PTCA guidewire/Catheter products.</li> </ul>	M3, Inc.	<ul> <li>Pioneer in online medical marketing services with 82% market share. Pharma companies in Japan only spend 2% of marketing budget online.</li> </ul>
TOKYO ELECTRON	<ul> <li>Top global SPE manufacturer with 15-20% share.</li> <li>Dominant position in coater/developer with 87% global market share.</li> </ul>	japan elevator service	<ul> <li>Leading independent elevator maintenance service provider in Japan with 30% market share. Low c.20% independent maintenance penetration in Japan.</li> </ul>
Lasertec	Monopoly in EUV photomask inspection system	monotaro	<ul> <li>Leading MRO e-commerce platform in Japan with 25% market share.</li> </ul>
SHOEL	60% of global premium motorbike helmet market share	楽! ラクス	<ul> <li>Leading cloud software provider for domestic SMEs. Low cloud penetration in Japan.</li> </ul>

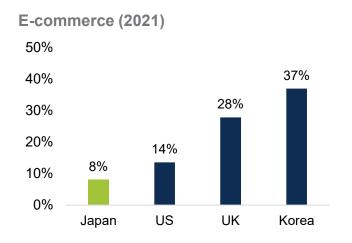
2) Leading disruptors in underpenetrated industries

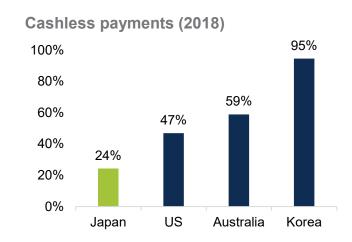
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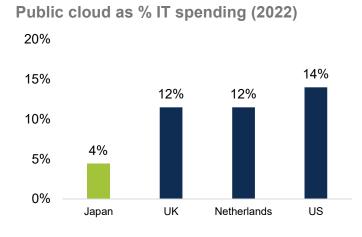


## Structural growth sectors at a glance

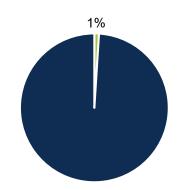
#### Low penetration implies good growth opportunities for portfolio companies



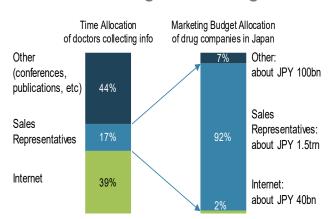




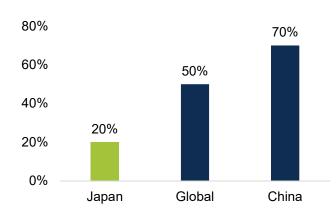
Software test outsourcing



Pharmaceutical digital marketing



Independent elevator maintenance



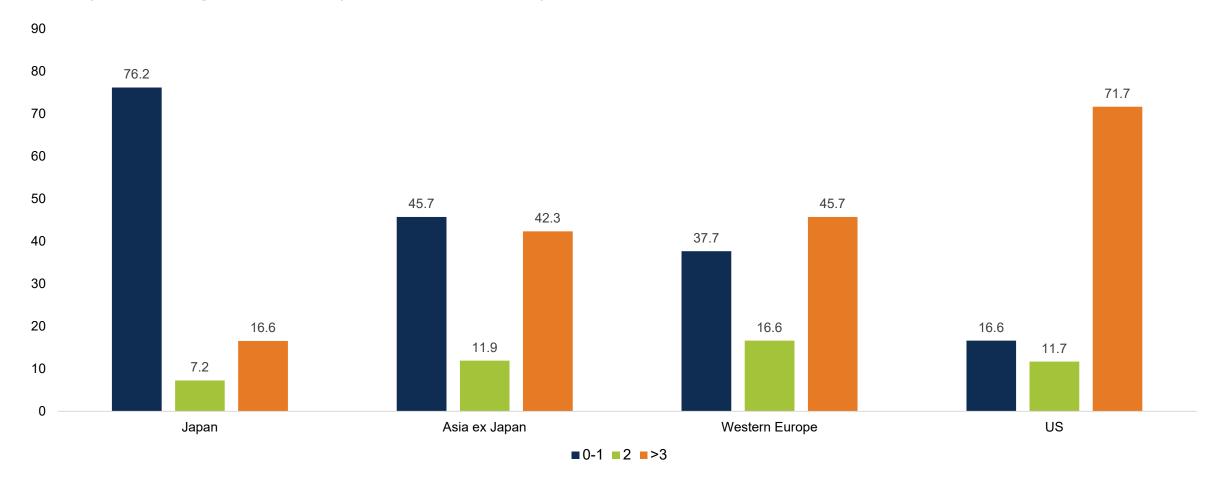
Source: GMO Payment Gateway (as at Feb 2022), Goldman Sachs (as at March 2022), Payments Japan (as at March 2021), Gartner (as at Aug 2019), Shift (as at May 2022), M3 (as at Jan 2020), Japan Elevator Service (as at May 2021), HSBC (as at March 2021).

https://www.gartner.com/smarterwithgartner/cloud-adoption-where-does-your-country-rank



### Most under-researched

# Analyst coverage per stock (% total companies)



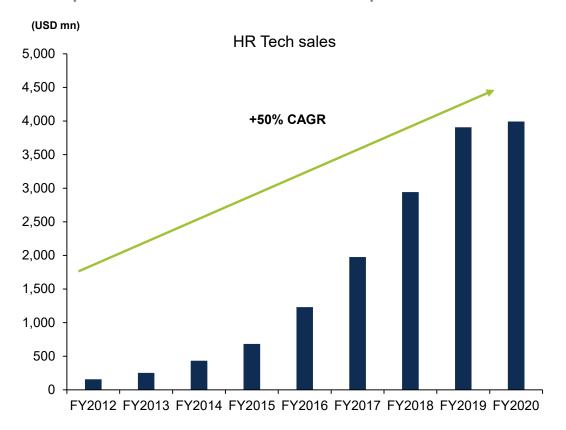
Source: Bloomberg, Jefferies, as at 22 April 2022. Numbers may not add up to 100% due to rounding. Note: Asia ex Japan (incl China). Western Europe follows the MSCI country list.



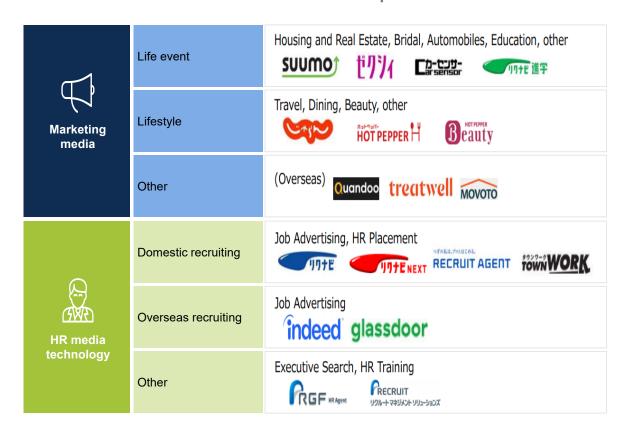
### Innovative internet verticals disrupting old-school industries

#### Recruit Holdings – Japan's entrepreneur cradle

#### Indeed proves to be a successful overseas acquisition



#### Portfolio of vertical consumer and recruitment platforms



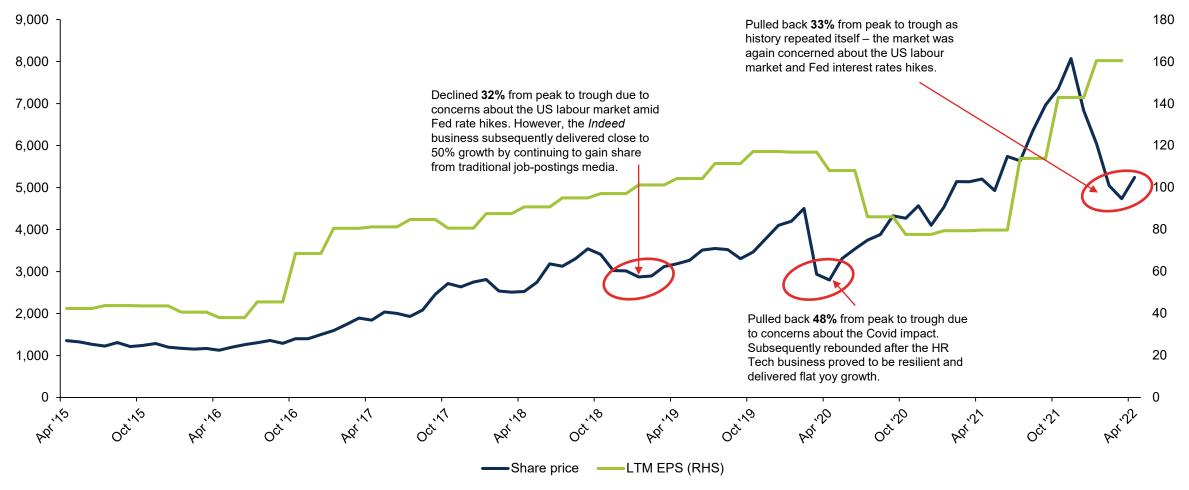
Source: Company data, CLSA, as at FY2020.

CAGR is Compound Annual Growth Rate. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



# Recruit: Share price vs. earnings trends

### Conviction to "buy the dips"



Source: FactSet, as at April 2022.

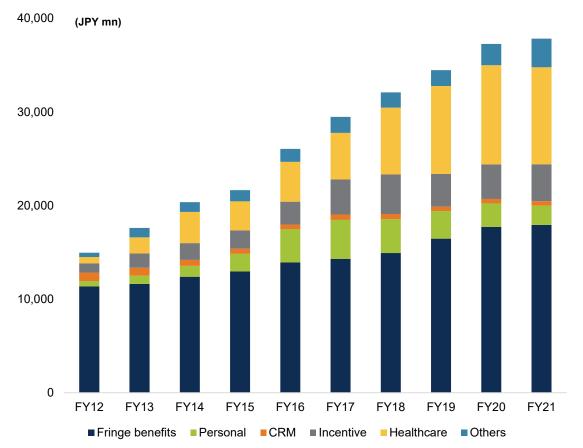
LTM EPS is Last 12 Months Earnings Per Share. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



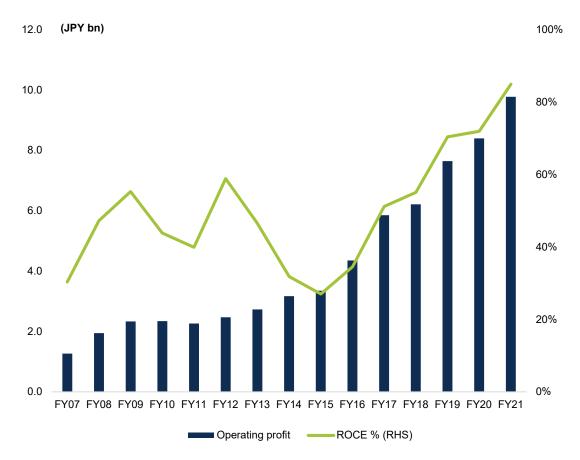
## Unique yet lucrative business models in Japan

#### Benefit One – continuously evolving BPO services provider





#### Defensive compounder with robust cash flow generation



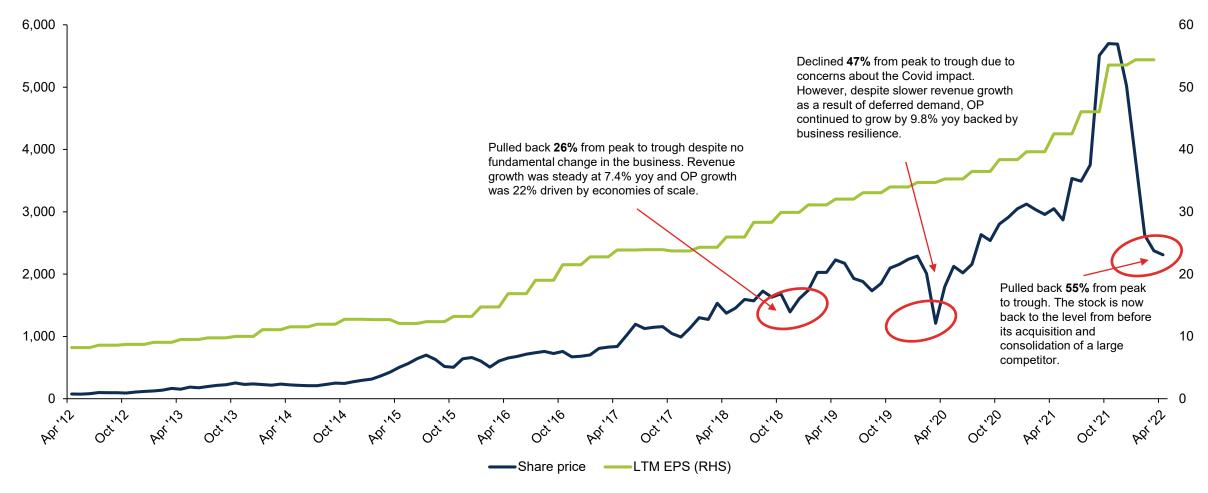
Source: Bloomberg, Company data, as of March 2021.

BPO is Business Process Outsourcing; CRM is Customer Relationship Management; ROCE is Return on Capital Employed. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



## Benefit One: Share price vs. earnings trends

### Conviction to "buy the dips"



Source: Factset, as at April 2022.

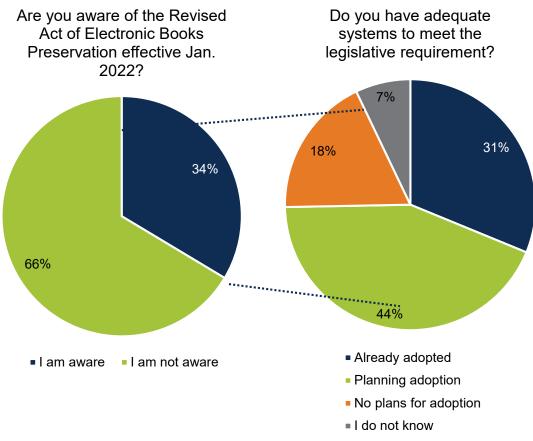
LTM EPS is Last 12 Months Earnings Per Share; OP is Operating Profit. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



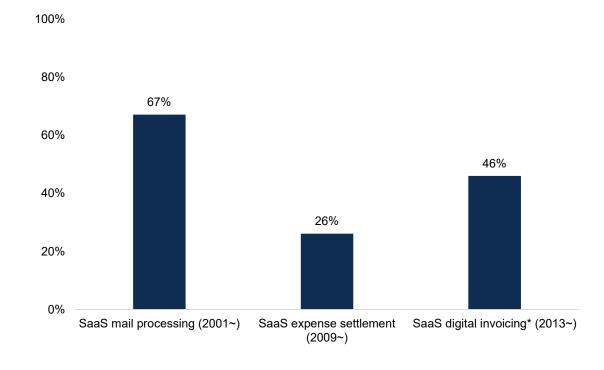
## Rising penetration of Software-as-a-Service in Japan

### Rakus – a digital solutions provider to aid SMEs' transformation

Companies still lack awareness of imminent policies



Rakus' high share of niche domains; and growing footprint



<sup>\*</sup> Market size based on the sum of Infomart and Rakus software revenues

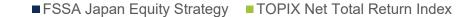
Source: Company data, Freee, PR Times (as at Sep 2021). https://prtimes.jp/main/html/rd/p/00000007.000051333.html

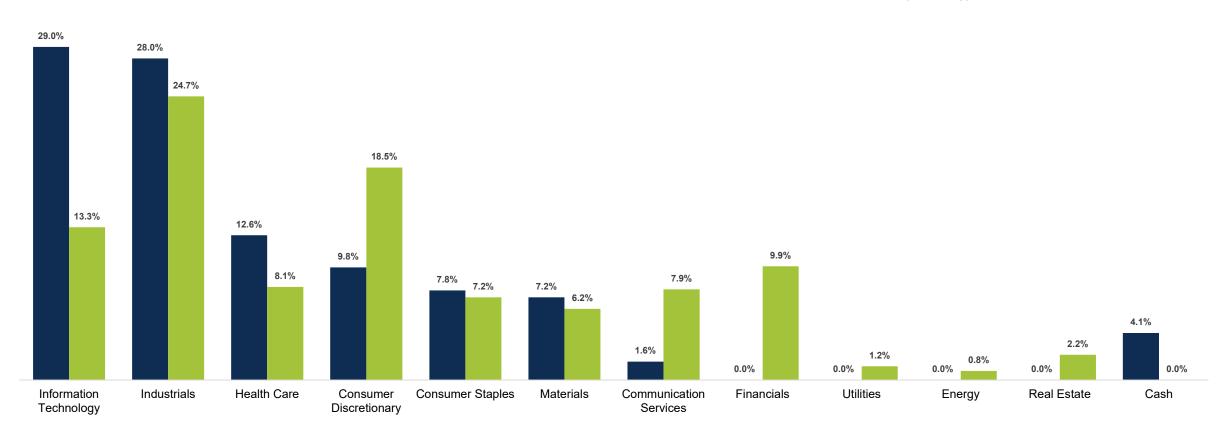
SMEs are Small to Medium Enterprises. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



### Sector breakdown

as at 31 March 2022



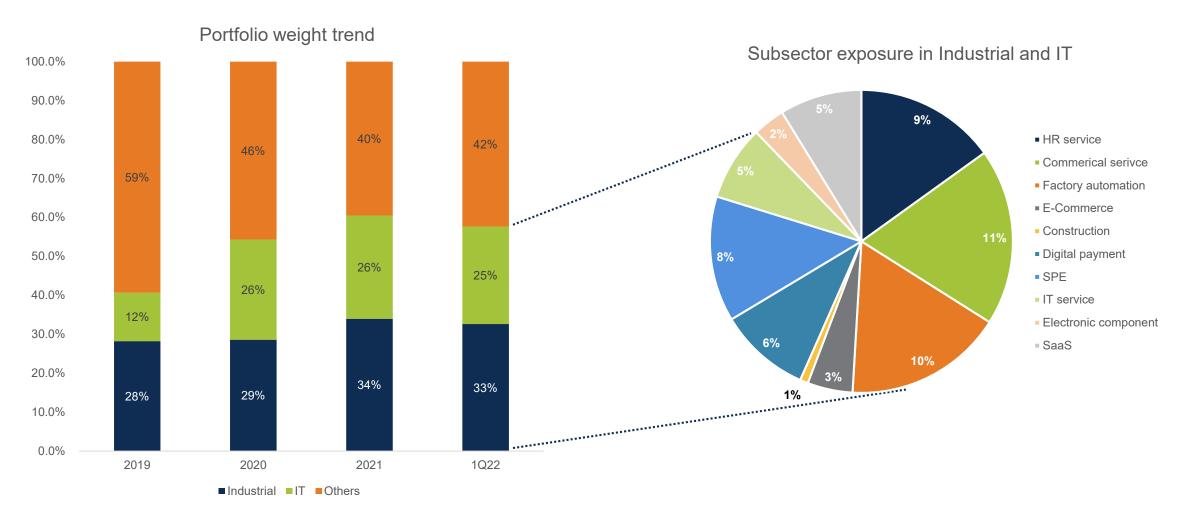


Source: First Sentier Investors. Numbers may not add up due to rounding.



### Portfolio diversification

### Diversified exposure to sub-sectors in portfolio



Source: First Sentier Investors, as of March 2022. Numbers may not add up to 100% due to rounding. IT is Information Technology; SPE is Semiconductor Production Equipment; SaaS is Software-as-a-Service



## Portfolio positioning in an inflationary/ stagflationary world

Global champions with strong pricing power and superior profitability

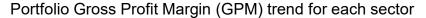
Companies	Investment case	Companies	Investment case
KEYENCE	<ul> <li>Gross margin is already 80% and 25-30% of sales is from newly released products.</li> </ul>	Benefit one	<ul> <li>Business model requires little working capital and capital expenditure needs. Corporate fringe benefit business earns 50% OP margin.</li> </ul>
<b>Shir Etsu</b>	<ul> <li>Proven ability to pass through cost inflation across the board, with multiple price hikes. OP margin for all segments are in the range of 20-35%.</li> </ul>	PAYMENT GATEWAY	<ul> <li>Online payment processing has high operating leverage, driven by economies of scale and low labour cost burden. 31% consolidated OP margin despite investments into new business pillars.</li> </ul>
ASAHI INTECC	<ul> <li>Highest GP margin (5yr average c.67%) of all medical equipment companies in Japan.</li> </ul>	japan elevator sarvice	<ul> <li>Maintenance business and elevator parts renewal business boast high marginal profit margin of 95% and 70% respectively.</li> <li>OP margin improved from 5% to 14% in the past 5 years and should continue expanding to 20% in the long run.</li> </ul>
SHOEI	<ul> <li>Serving less price-sensitive and loyal customers</li> <li>Ability to raise prices by c.10% with regular new product launches</li> </ul>	楽! ラクス	<ul> <li>Enterprise clients are less price-sensitive.</li> <li>Core product (expense management system) yields 84% gross margin &amp; 46% operating margin at low churn.</li> </ul>

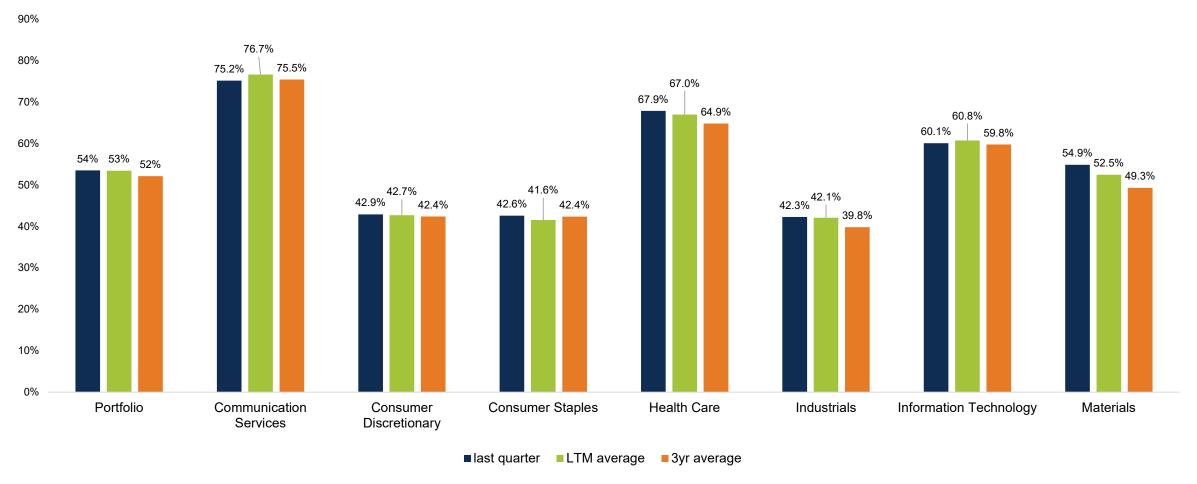
Domestic innovators with little inflationary pressure

OP margin & GP margin is Operating Profit Margin & Gross Profit Margin. Reference to specific securities (if any) is included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. All securities mentioned herein may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.



# Profitability of our portfolio companies have been firm vs. the past





Source: First Sentier Investors, as at March 2022. LTM is Last 12 Months







# Japan Equity Strategy performance

#### as at 31 March 2022

Gross of fees, cumulative returns	Since inception	5 years	3 years	1 year	6 months	3 months
FSSA Japan Equity Strategy	151.7	85.6	41.7	-14.8	-25.3	-21.4
Benchmark*	55.2	34.5	22.0	-6.4	-10.3	-6.4
Active return	96.5	51.1	19.7	-8.4	-15.0	-15.0

Gross of fees, annualised returns	Since inception	5 years	3 years
FSSA Japan Equity Strategy	13.8	13.2	12.3
Benchmark*	6.3	6.1	6.8
Active return	7.5	7.1	5.5

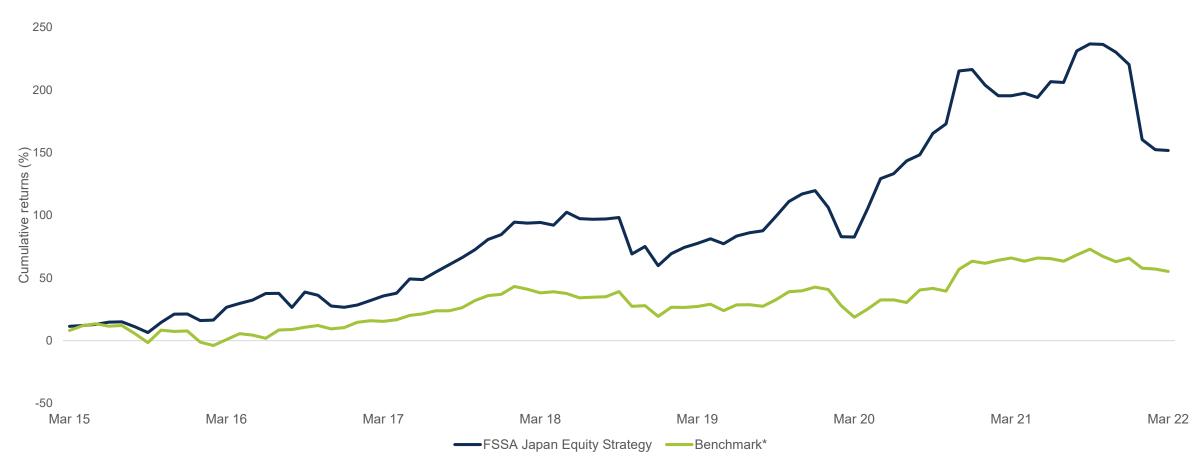
Net of fees,12 months returns to:	31 Mar 2022	31 Mar 2021	31 Mar 2020	31 Mar 2019	31 Mar 2018
FSSA Japan Equity Strategy	-15.5	60.1	1.8	-9.6	41.7
Benchmark*	-6.4	39.7	-6.7	-7.8	19.6

These figures refer to the past. Past performance is not a reliable indicator of future results. For investors based in countries with currencies other than USD, the return may increase or decrease as a result of currency fluctuations. All performance data for the FSSA Japan Equity Strategy USD. Source for Strategy - Lipper IM / First Sentier Investors (UK) Funds Limited. Cummulative and annualised performance data is calculated on a gross of fees basis and includes income reinvested net of withholding tax. Twelve months returns performance data is calculated on a net basis by deducting fees incurred at Strategy level (e.g. the management and administration fee) and other costs charged to the strategy (e.g. transaction and custody costs), save that it does not take account of initial charges or switching fees (if any), and income reinvested is included net of withholding tax. Source for benchmark – MSCI & TOPIX. Since inception to 01 July 2016: MSCI Japan Index gross. From 01 July 2016 to 09 December 2021: MSCI Japan Index net. From 09 December 2021 to date: TOPIX Net Total Return Index. Since inception performance figures have been calculated from 02 February 2015.



# Japan Equity Strategy performance

as at 31 March 2022 (% USD gross of fees)

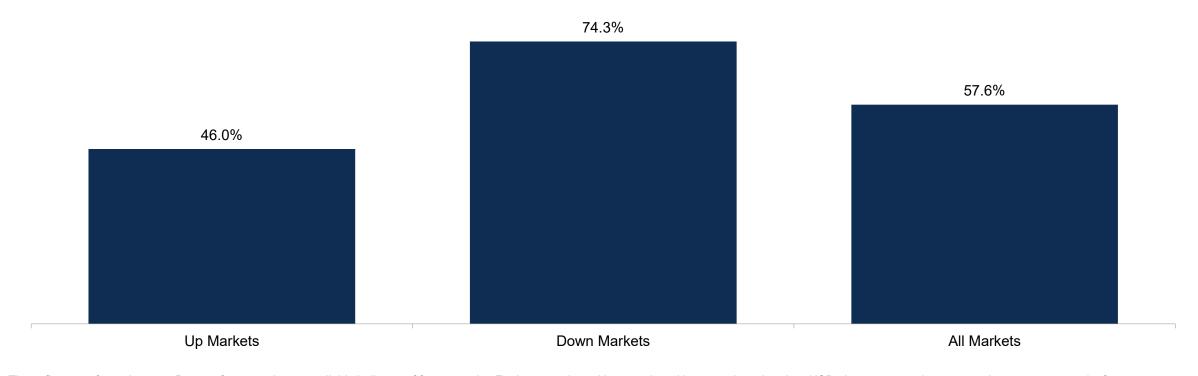


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### Our investment style is inherently conservative

as at 31 March 2022



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# Glossary

Active Share	A measure of the percentage of stock holdings in a portfolio that differs from the benchmark index.
Book Value	Total value of a company's assets that shareholders would theoretically receive if a company were liquidated.
Book Value Per Share (BVPS)	A measure of a company's assets, allocated to each outstanding share of common stock.
CASA	Current And Savings Accounts.
Compound Annual Growth Rate (CAGR)	The mean annual growth rate of an investment over a specified period of time longer than one year.
Dividend Per Share (DPS)	The sum of declared dividends for every ordinary share outstanding.
Dividend Yield	Dividend payments relative to a company's share price.
Earnings Before Interest and Tax (EBIT)	A measure of a company's profitability, calculated as revenue minus expenses, excluding interest and taxes.
Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA)	A measure of a company's profitability, calculated as revenue minus expenses, excluding interest, taxes, depreciation and amortisation.
Earnings Per Share (EPS)	A measure of a company's profitability, measured in terms of a company's profit allocated to each outstanding share of common stock.
Enterprise Value (EV)	A measure of a company's total value, calculated as the company's market capitalisation plus debt, minority interest and preferred shares, minus cash.
Fast-Moving Consumer Goods (FMCG)	Consumer goods products that sell quickly at relatively low cost.
Free Cash Flow (FCF)	A measure of a company's financial performance, calculated as operating cash flow minus capital expenditures.
Free Cash Flow Yield	An overall return evaluation, which standardises the free cash flow per share against the market price per share.
Gross Domestic Product (GDP)	The monetary value of all the finished goods and services produced within a country's borders in a specific time period.
Market Capitalisation	The total market value of a company's outstanding shares. Commonly referred to as "market cap," it is calculated by multiplying a company's shares outstanding by the current market price of one share.
Price-Earnings Ratio (P/E)	A ratio for valuing a company that measures its current share price relative to its per-share earnings. Also referred to as the earnings multiple or the price multiple.
Price-To-Book Ratio (P/B)	A ratio for valuing a company that measures its current share price relative to its per-share book value.
Return On Capital Employed (ROCE)	A measure of a company's profitability and the efficiency with which its capital is employed.
Return On Equity (ROE)	A measure of a company's profitability relative to its shareholders' equity.
Return On Invested Capital (ROIC)	A measure of a company's profitability and the efficiency with which its capital is employed.
Return On Assets (ROA)	A measure of a company's profitability relative to its total assets.



### Important information

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Past performance is not indicative of future performance. All investment involves risks and the value of investments and the income from them may go down as well as up and you may not get back your original investment. Actual outcomes or results may differ materially from those discussed. Readers must not place undue reliance on forward-looking statements as there is no certainty that conditions current at the time of publication will continue.

References to specific securities (if any) are included for the purpose of illustration only and should not be construed as a recommendation to buy or sell the same. Any securities referenced may or may not form part of the holdings of First Sentier Investors' portfolios at a certain point in time, and the holdings may change over time.

References to comparative benchmarks or indices (if any) are for illustrative and comparison purposes only, may not be available for direct investment, are unmanaged, assume reinvestment of income, and have limitations when used for comparison or other purposes because they may have volatility, credit, or other material characteristics (such as number and types of securities) that are different from the funds managed by First Sentier Investors.

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