ACATIS GANÉ Value Event Fonds UI (WKN A0X754)

Investment Report May 2013 **Aschaffenburg, 5th June 2013**

We invest in winners. That means we invest in strong companies that create value for their shareholders with sustainable business models, solid balance sheets and high margins. We keep the risks low and invest when our position is fuelled by a positive event. We refer to that as the combination of value and event.

Apple Inc.

During its founding years after 1976, Apple heavily influenced the history of the now well-known computers and graphic user interfaces. Unsuccessful development projects and tremendous competition from Microsoft Windows brought the struggling niche provider from California to the brink of bankruptcy in the 1990s. Microsoft contributed capital in 1997, and also contributed to the stabilization of the company's operating position with a cooperation agreement. In that same year, Steve Jobs' return to management heralded Apple's fabled rise to the top of the world's communication and entertainment electronics. With the introduction of the iPod (2001), iPhone (2007) and iPad (2010), Apple created its own mass markets, and operates two of the world's largest distribution channels of digital goods with iTunes and the App Store. According to one Apple Vice-President, this success is based on the ability to concentrate on just a few products, simplify the complexity and handling of such products, offer only the best in the market and set the trend with a courageous innovation culture.

At this time, Apple is the most valuable brand in the world at USD 185 billion. This brand value creates the power to set prices. In 2012, Apple generated a profit of USD 42 billion with sales of USD 157 billion. A market value of USD 400 billion does seem low in view of the tremendous liquidity across the group (USD 140 billion). The company is also tempting on a psychological level, after the share price dropped from USD 700 to USD 400. However, we are not able to make an adequate estimate of volume and margin developments for Apple products that will be sold in the future due to the low vertical integration and an abundance of new competitive products. Up to now, Apple's business has been dominated by one-time revenues. During the past year, sales of 183 million iPhones and iPads alone made up around 72% of total sales. Average prices per unit reached record values of USD 650 (iPhone) and USD 665 (iPad) in 2011 and 2010. Since then, they have declined. On 23 April 2013, Apple announced a distribution of USD 100 billion until the end of 2015 (equivalent to approximately 25% of the company's market value), comprised of 60 billion in share redemptions and 40 billion in dividends. We purchased 50,000 Apple shares (3% of the fund volume) immediately following the announcement of this impressive capital measure. Given the combination of a seemingly attractive valuation for a well-managed and profitable business model (Value) and a considerable and positive change in the capital structure (Event), we expected that the announcement would elicit a corresponding response with regard to the exchange price. This did in fact happen, and we sold all of our shares after a holding period of just two weeks at a price of USD 451 per share. Inclusive of the dividend, we generated a profit of approximately 11%.

Sincerely yours

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