

Retail Marketing Communication / Publicité / Financial Promotion addressed to investors in the countries mentioned under “Registration and Target Market Definition”, related to **E.I. Sturdza Funds plc – Strategic Europe Quality Fund** – (hereinafter referred to as the “Fund”) a sub-fund of E.I. Sturdza Funds plc, an Irish open-ended umbrella investment Company with variable capital – UCITS (“the Company”).

Investment Objective & Policy

The Fund aims to achieve long term capital growth by investing primarily in equities or other asset classes representing the return of equity securities listed on exchanges within Europe, although a maximum of 25% of assets can be invested outside of Europe.

Pursuant to the EU’s Sustainable Finance Disclosure Regulation (EU) 2019/2088 (“SFDR”), the Fund is classified as a fund that promotes environmental or social characteristics. The Fund will have an averaged ESG score higher than the averaged ESG score of its initial investment universe. For more information on the Fund’s investment approach with respect to sustainability and non-financial criteria, please refer to Annex I of the Fund’s supplement or www.ericsturdza.com.

The performance of the Fund and its performance fees are measured against the MSCI Europe Net Total Return Index (the “Benchmark”).

There is no assurance or guarantee that the Fund’s investment objective will be achieved or that there will be a return on capital.

Fund Past Performance Versus Benchmark



Annualised Returns %

	1M	3M	1Y	3Y	5Y	10Y	Annualised Inception
A EUR Class	-6.87	-4.61	-17.64	-2.74	1.91	7.37	7.33
Benchmark	-4.91	-5.59	-7.93	5.36	4.68	7.09	6.50

Calendar Year Returns %

	YTD 2022	2021	2020	2019	2018	2017	Fund Inception
A EUR Class	-20.73	22.50	-8.95	26.60	-6.63	13.09	131.15
Benchmark	-11.84	25.13	-3.32	26.05	-10.57	10.24	110.72

12 Month Returns %

	01/09/2021 - 31/08/2022	01/09/2020 - 31/08/2021	01/09/2019 - 31/08/2020	01/09/2018 - 31/08/2019	01/09/2017 - 31/08/2018
A EUR Class	-17.64	17.49	-4.91	10.64	7.96
Benchmark	-7.93	30.88	-2.92	2.45	4.86

Statistics %

Calculation Benchmark: MSCI Europe Net Total Return EUR Index. 31/08/2012 to 31/08/2022

	Alpha	Beta	Sharpe Ratio	Info Ratio	Standard Deviation
A EUR Class	1.48	0.83	0.60	0.04	12.65
Benchmark	-	1.00	0.55	-	13.37

Please refer to page 5 for full benchmark disclaimer.

Past performance may not be a reliable guide to future performance. Returns could be reduced, or losses incurred, due to currency fluctuations.

Risk & Reward Indicator (“SRRI”) & Inherent Risks

The risk indicator is based on historical data and may not be a reliable indicator of the future risk profile of the Fund, is not guaranteed and may change over time. The lowest category does not mean risk free.

1	2	3	4	5	6	7
< Lower Risk			Higher Risk >			
Potentially lower rewards			Potentially higher rewards			

The risk indicator for the Fund is set as 5, which reflects the historic price behaviour of the Fund.

The sub-fund may be subject to high volatility.

Factors that affect the indicator include: Investments in equity securities are subject to fluctuations in value dependent on market conditions which will directly affect the value of investments. The Fund invests with a focus on Europe which may increase the risk of investing when compared to a fund that invests in a globally diversified range of countries. The Fund invests in a concentrated portfolio that may potentially focus on one or more sectors or industries. The range of investments may increase the risk profile of the Fund compared to a more diversified portfolio across sectors and industries. Additional Risks: Currency, Custody and Settlement, Financial Derivatives, Liquidity, Operational and Taxation risks.

For more information about potential risks, please refer to the Key Investor Information Document (KIID), the Prospectus and Supplement available at www.ericsturdza.com/literature/.

Source of graphs and tables: Morningstar. The performances presented are shown after deduction of ongoing charges and performance fees. Any entry or exit fees are excluded from this calculation. Dividends reinvested. Benchmark returns are for the same period as for the class: Net Return, dividend reinvested. The reference benchmark of this class is used for performance comparison purposes only. The performance of the benchmark is not indicative of past or future performance of the Fund.

Reference periods:

- Annualised Returns as of the date of the reporting over the defined period. Data less than 1 year is not annualised.
- Calendar Year Returns: Annual Performance for the stated calendar year.
- 12 Month Returns: performance for the stated time frame.

When the currency presented differs from yours, changes in exchange rates may have an adverse effect on the value price or income of the product. Class currency hedging is used on non base currency classes aiming to reduce the impact of currency risk. The performance and NAVs of all classes may be obtained at ericsturdza.com. Please refer to the glossary at ericsturdza.com/glossary for further explanation on specific terminologies.



Top Holdings

Security	Sector	%
LVMH MOET HENNESSY LOUIS VUITTON	Consumer Discretionary	4.76
RELX PLC	Industrials	4.67
NESTLE SA-REG	Consumer Staples	4.41
ESSILORLUXOTTICA	Consumer Discretionary	4.31
AIR LIQUIDE SA	Materials	4.26

Top Overweightings %

Sector	Fund	Index	Overweighting
Industrials	32.70	14.18	18.52
Information Technology	12.14	7.09	5.05
Consumer Discretionary	14.73	10.39	4.34
Communication Services	6.10	3.80	2.30

Top Underweightings %

Sector	Fund	Index	Underweighting
Financials	-	15.76	-15.76
Health Care	6.28	15.56	-9.28
Energy	-	6.60	-6.60
Utilities	-	4.33	-4.33
Real Estate	-	1.01	-1.01

Geographical Allocation %

France	50.33	United States	4.96
Netherlands	10.59	Switzerland	4.41
United Kingdom	9.58	Italy	2.50
Germany	8.42	Ireland	1.58

Source: Eric Sturdza Investments. Allocation data is provided for illustration purposes and is subject to change. Any reference to a specific company or security does not constitute a recommendation to buy, sell, hold or directly invest in the company or securities. The assets in the allocation may not be available in your country of residence, please check with your investment adviser. Please refer to the glossary at ericsturdza.com/glossary for further explanation on specific terminologies.

Please refer to page 5 for full benchmark disclaimer.

Sector Allocation %

Industrials	32.70
Consumer Discretionary	14.73
Consumer Staples	13.70
Information Technology	12.14
Materials	6.72
Health Care	6.28
Communication Services	6.10

Market Cap Allocation %

Mega Cap (>EUR 20 bn)	59.43
Large Cap A (EUR 10-20 bn)	19.73
Large Cap B (EUR 5-10 bn)	4.95
Mid Cap (EUR 2-5 bn)	8.27
Small Cap (<EUR 2 bn)	-

Portfolio Weightings %

Long Exposure	92.38
Hedge Exposure	-
Net Exposure	92.38
Cash Exposure	7.62
Top 10	40.73
Active Share	85.31
Number of Holdings #	32

Fund Share Classes, Assets Under Management (AUM) & NAV

Share Class	ISIN	Bloomberg Code	Inception Date	Fund AUM	Class AUM	NAV
A CHF Class	IE00B8431S50	EISEVCA ID	24/01/2013	CHF124,937,345.98	CHF4,140,459.00	CHF177.72
A EUR Class	IE00B5VJPM77	EISEVLE ID	29/10/2010	€127,309,484.94	€44,320,904.00	€231.15
A USD Class	IE00BHBFI984	EISTRUS ID	11/03/2016	\$128,016,134.00	\$534,333.00	\$129.91
C EUR Class	IE00BP8G3R23	EISTREU ID	17/12/2015	€127,309,484.94	€1,054,246.00	€104.36

Fees & Expenses

Share Class	ISIN	Minimum Investment (Class Currency)	Management Fee (%)	Performance fee (%) ²	Entry Fee (%)	KIID Ongoing Charge (%)	Distribution Status	Currency Hedged
A CHF Class	IE00B8431S50	-	1.50	10.00	-	1.77	Acc	Yes
A EUR Class	IE00B5VJPM77	-	1.50	10.00	-	1.77	Acc	No
A USD Class	IE00BHBFB1984	-	1.50	10.00	-	1.77	Acc	Yes
C EUR Class	IE00BP8G3R23	-	2.20	10.00	-	2.47	Acc	No

The charges you pay are used to pay the costs of running the fund, including the costs of marketing and distributing it. These charges reduce the potential growth of your investment.

¹Source of Rating: Morningstar. Rating provided for the defined share class. A high rating alone is an insufficient basis for an investment decision. Past performance is neither a guarantee nor a reliable indicator of future results. Returns could be reduced, or losses incurred, due to currency fluctuations. Please refer to the following link for more information about the methodology of calculation: <https://esi.fund/?ODI4MDE>.

²Of relative outperformance, if any, of the Net Asset Value per Share (before deducting the amount of any accrued liability for a performance fee) over the Benchmark.

Portfolio Managers



Ludovic Labal



Cyril Bertrand

The **Strategic Europe Quality Fund** is managed by a team of 2 experienced and complementary managers, **Ludovic Labal**, who has 21 years of experience in equity markets and **Cyril Bertrand**, who has worked in equity markets for 23 years. Further details regarding the team, their respective experience and responsibilities towards the Fund can be viewed at ericsturdza.com.

Key Facts & Terms


Fund Name	Strategic Europe Quality Fund
A Sub Fund Of	E.I. Sturdza Funds plc
Structure	UCITS V Compliant
Domicile	Ireland
Fund Life	Unlimited
Regulator	Central Bank of Ireland
Investment Manager & Global Distributor	E.I. Sturdza Strategic Management Limited
Management Company	Eric Sturdza Management Company S.A.
Investment Adviser	Phileas Asset Management SAS
Administrator	SS&C Financial Services (Ireland) Limited
Depository	The Bank of New York Mellon SA/NV, Dublin Branch
Base Currency	EUR
Benchmark	MSCI Europe Net Total Return EUR Index
Recommended Holding Period	The Fund is deemed appropriate for investors who plan to invest with a medium to long view.
Available Currency Classes	CHF, EUR, USD
Liquidity	Daily
Notification	One business day
Tax Statement	The Fund is subject to tax laws and regulations of Ireland. Depending on your home country of residence, this might have an impact on your investment. For further details, please speak to an adviser.



Registrations, Market Definition, Local Agents & Representatives


The Fund is currently registered for sale in the following countries:

Country / Definition

 **Austria (P)**
 Erste Bank de oesterreichischen Sparkassen AG – Paying Information Agent

 **Bulgaria (P)**


 **Finland (P)**

 **France (P)**
 CACEIS Bank France SA – Centralising Agent

 **Germany (P)**
 Marcard, Stein & Co AG – Paying & Information Agent
 (Publication of NAV: www.fundinfo.com)

 **Italy***
 Allfunds Bank SA, Milan Branch – Paying & Information Agent
 (Publication of NAV: www.fundinfo.com)

 **Liechtenstein (P)**
 LGT Bank AG – Paying Agent

 **Luxembourg (P)**
 CACEIS Bank, Luxembourg Branch – Paying & Representative Agent

 **Netherlands (P)**


P= Public distribution to all investor types.


EU = Professional and Retail investors as per MiFID


*Italy: Share classes can be registered either on an institutional basis or a retail basis in Italy. Generally all Share Classes are registered on an institutional basis, with the exception of the professional and 'C' designated share class which are registered for sale to the public.


Country / Definition

 **Norway (P)**

 **Spain (P)**
 CIFRADO User / Local Representative: Landwell / PwC Madrid
 – CNMV number: 1269 – Local distributor: Allfunds Bank SA

 **Sweden (P)**
 Skandinaviska Enskilda Banken AB – Paying Agent

 **Switzerland (P)**
 The Fund is registered with the FINMA for public distribution to Swiss non-qualified investors. The Swiss Representative is CACEIS (Switzerland) SA and the Swiss Paying Agent is CACEIS Bank, Paris, Swiss Branch, 35 route de Signy, CH 1260 Nyon. Copies of the Swiss Prospectus, Swiss KIIDs, Swiss articles of association, Swiss annual and semi-annual reports may be obtained free of charge in English and French at the Swiss representative or at www.ericsturdza.com. Publication of subscription/redemption prices and NAV: www.fundinfo.com

 **United Kingdom (P)**
 The Fund is a Recognised fund in the United Kingdom under the Financial Services and Markets Act 2000. This document is a financial promotion and has been approved for the purposes of Section 21 of the Financial Services and Markets Act 2000, by E.I. Sturdza Strategic Management Limited, which is an Authorised Schedule 5 entity. UK regulation for the protection of retail clients in the UK and the compensation available under the UK Financial Services Compensation scheme does not apply in respect of any investment or services provided by an overseas person. FE Fundinfo (UK) Ltd – Facilities Agent.

Citywire Fund Manager & Fund Group Ratings



Morningstar Sustainability Ratings



Fund Awards



Citywire Rating: The rating is based on the Fund Manager's three-year risk-adjusted performance to 30/06/2022. Source & Disclaimer of Awards: © 2022 Morningstar, Inc. All rights reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete, or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. For more information please press [here](#). The Strategic Europe Quality Fund A EUR Class received a 5 Globe Morningstar Sustainability Award as at 30/06/2022, out of 2,667 Europe Equity Large Cap funds as of 30/06/2022, based on 98.52% of AUM. Historical Sustainability Score as of 31/05/2022. Sustainability provides company-level analysis used in the calculation of Morningstar's Historical Sustainability Score. Data is based on long positions only. A high rating alone in an insufficient basis for an investment decision. The Strategic Europe Quality Fund A EUR Class received a Morningstar Low Carbon Award. Carbon Metrics as of 30/06/2022. Based on 96.63% of AUM. Data is based on long positions only. Past performance is neither a guarantee nor a reliable indicator of future results. Returns could be reduced, or losses incurred, due to currency fluctuations.

Contact

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Disclaimer

IMPORTANT: Investment involves risk. The value of investments, the funds and the income which may be generated from them can go down as well as up and therefore investors must be able to bear the risks of a substantial impairment or loss of their entire investments. Past performance may not be a reliable guide to future performance. Returns could be reduced, or losses incurred, due to currency fluctuations.

This marketing communication relates to E.I. Sturdza Funds Plc (the "Company") and its sub-fund the Strategic Europe Quality Fund (the "Fund"), an open-ended umbrella investment company with variable capital and segregated liability between Funds incorporated with limited liability in Ireland under the Companies Act 2014 with registration number 461518 and established as an undertaking for collective investment in transferable securities (UCITS) pursuant to the European Directive no 2009/65/EC as amended (the "UCITS directive"). A decision may be taken at any time to terminate the arrangements made for the marketing of the Fund in any EEA Member State in which it is currently marketed. In such circumstances, Shareholders in the affected EEA Member State will be notified of this decision and will be provided with the opportunity to redeem their shareholding in the Fund free of any charges or deductions for at least 30 working days from the date of such notification.

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The Fund is subject to tax laws and regulations of Ireland. Depending on your home country of residence, this might have an impact on your investment. In general, the tax treatment depends on the individual circumstances of each potential investor and may be subject to change in the future. EISSML has not considered the suitability of investment against your individual needs and risk tolerance. Any potential investor should assess the suitability of this investment solution to his/her risk profile. Investment in the Fund is suitable only for those persons and institutions for whom such investment does not represent a complete investment program, who understand the degree of risk involved (as detailed under the section headed "Risk Factors" in the Prospectus and Supplement), can tolerate a high level of volatility and believe that the investment is suitable based on the investment objectives and financial needs. Please consult your financial and tax adviser.

Investing in the Fund and any other sub-funds involves risks including

the possible loss of capital. There can be no assurance that a sub-fund's investment objective will be achieved or that there will be a return on capital. The value of an investment may go down as well as up and you may not get back the amount you originally invested. Past performance and forecasts are not reliable indicators of future results. Performance figures do not take into account commissions, costs incurred on the issue and redemption, nor local taxes. Please note that performance figures, reference benchmarks and asset allocation are provided for information purposes only. Before any investment decisions, you must read the Fund Prospectus, the relevant Key Investor Information Documents (KIID), the articles of incorporation as well as the annual and semi-annual reports, to find out about the inherent risks, fees and conditions of the Fund. A copy of the English version of the prospectus of the Fund and the KIID is available on www.ericsturdza.com/literature and may also be obtained from info@ericsturdza.com. Where required under national rules, the KIID is also made available in the local language of the relevant EEA Member State. KIIDs must be made available to the subscriber prior to subscription. A summary of investor rights associated with an investment in the Fund shall be available in English from Eric Sturdza Investments by contacting info@ericsturdza.com or via www.ericsturdza.com/shareholder-rights. Morningstar is an independent provider of investment analysis. The Morningstar rating is a quantitative assessment of past performance that takes into account risk and inputted costs. It does not take into account qualitative elements and is calculated on the basis of a (mathematical) formula. The classes are categorised and compared with similar funds in the asset class, based on their score and they are awarded one to five stars. In each category the top 10% receive 5 stars, the next 22.5% 4 stars, the next 35% 3 stars, the next 22.5% 2 stars, and the last 10% 1 star. The rating is calculated monthly on the basis of historical performance over 3, 5 and 10 years and does not take into account the future performance.

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