

"Ride Out Market Volatility with Krungsri Global Equity Long Short Fund"



Krungsri Asset Management is launching its "Krungsri Global Equity Long Short Fund" (KF-GLS) - a new investment opportunity that emphasizes on maintaining principals, mitigating risks during downward trends while yielding positive returns in all market situations.



Ms. Siriporn Sinacharoen, Krungsri Asset Management's Managing Director who chaired a special seminar called "Ride Out Market Volatility with Krungsri Global Equity Long Short Fund (KF-GLS)," said that this new alternative fund could provide positive returns in all market situations and is therefore appropriate for investment even when global economies are uncertain. KSAM has carefully selected "UBS Equity Opportunity Long Short Fund", a giant Swiss fund¹ which is renowned globally for its outstanding performance through Long / Short strategy as the master fund.

Thus, exposure to risks will be lowered, principal investments will be protected and good returns will be made whether the market trend is up or down.

In an attempt to boost confidence and ensure fund-related knowledge, Krungsri Asset Management invited Mr. Jeremy Leung, a fund manager at UBS Asset Management and one of the key management executives of UBS Equity Opportunity Long Short Fund, and Mr. Kiattisak Preecha-Anusorn, Assistant Vice President, Alternative Investment Department of Krungsri Asset Management, to share their knowledge of fund management models, securities selection criteria, risk management, the fund's portfolio, and the fund's performance records. The seminar was organized on 2 June 2016 at the Intercontinental Hotel Bangkok.

¹The largest mutual fund manager information is from Morningstar/Swiss Fund Data Swiss Promoters report as of 31 Dec 15.

Mr. Kiattisak said that the Long / Short Equity strategy is an 'Absolute Return' model that would ensure consistent, positive returns in all market situations. The offering differs from previous 'Relative Return' model in that it focuses on returns in line with the market and taking likely higher risks when the market is in a downward trend. Meanwhile, the Long / Short strategy relies mainly on fund managers' capabilities in asset selection and risk management. Krungsri Asset Management has chosen the main fund of UBS Asset Management, given its consistent, robust performance, global awards², and the fact that there are professional fund managers with real expertise backing it.



Mr. Jeremy Leung, one of top three fund managers for UBS Equity Opportunity Long Short Fund, unveiled the Long / Short fund management strategy that the fund would selectively 'Long' stocks with strong fundamentals at low prices which can later be sold at higher prices, which would bring good returns. At the same time, the fund will 'Short' stocks with fragile fundamentals in an appropriate quantity in order to lower risks and buy them back at cheaper prices, which will ensure good returns, whether market trends are up or down. Characteristically, the fund's stock selection criteria are highly intensive, consisting of stock fundamental research, the analysis of overall market, industry outlook and direction, as well as quantitative and qualitative analyses. Such tools allow the fund to screen stocks and identify those with strong fundamentals, high growth rates and good returns. Similar tools are also applied to 'Short' some stocks estimated to be overpriced or drop in prices in the future. This strategy helps lower exposure to risks when market trend is down, protecting investors' principals and providing positive returns in all situations.

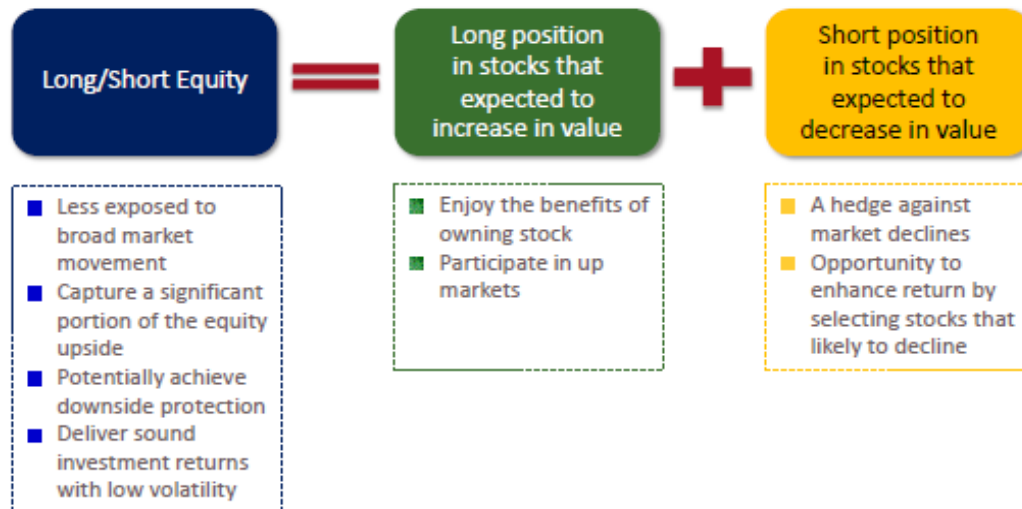
Mr. Leung added that using this strategy, the fund was able to generate returns of around 40-60% when markets were in the upward trend. And even when trends are downward, it is still possible to enjoy outstanding returns. Despite the markets dramatically tumbled in 2011, the fund provided a healthy 6.6% return³. Since its establishment in 2010 to the present, the fund has substantially grown from 50 million euros to 800 million euros, reflecting its proven capabilities in the portfolio management.

²UBS Asset Management – The fund was the winner of investors choice awards in 2015 and 2016 in category of European equity long/short fund. The fund was also recognized in EuroHedge Awards in 2015.

³The master fund's historical annualized performance (YTD=%EUR): 2010 = 1.1%, 2011 = 6.6%, 2012 = 2.4%, 2013 = 4.3%, 2014 = 10.5%, 2015 = 20.7% Source: Factset, UBS Asset Management as of 30 April 2016. This is the performance net of fees (I-A1-PF share class) which has been incepted since November 2015. Prior the inception of strategy, the I-B share class returns adjusted to match I-A1-PF fees as I-B share class is the oldest share class. This shows the performance of the master fund, so it is not complied to AIMC's standard. KF-GLS will invest in I-A1-PF share class. | Past performance is not a guarantee of future performance.

Long/short equity strategy

Long/short equity is an investing strategy of taking both short and long position in order to create the return combination from market exposure and stock-selection



Currently, UBS Equity Opportunity Long Short Fund mostly invests in the European securities in several key industries including healthcare. The fund owns a majority stake in the Swiss pharmaceutical giant Novartis which has a long record of ensuring consistent, high dividend returns. In addition, the fund holds shares in other industries with sound fundamentals and likely strong growth. Examples are Reckitt Benckiser in the consumer product industry and Google's parent company - Alphabet in the IT industry. (Source: UBS Asset Management, as of 30 April 2016) In order to boost up Thai investors' confidence, Mr. Leung admitted that he has also made personal investments in the fund. Managing the fund is followed by monitoring securities with assessment of their performance all the time as to ensure instant and proper shift of investment when needed. These levels of risk management are aimed at achieving the fund's ultimate goal in attaining consistent, positive return every year with little risks to investors' principal.

Krungsri Asset Management will make the initial public offering of Krungsri Global Long Short Fund (KF-GLS)'s units during 8-15 June, 2016.

Investors can ask for more details on the Fund at

- Krungsri Asset Management, call 02-657-5757; or
- Any branch of Bank of Ayudhya Public Company Limited
- Distributors of investment units on behalf of Krungsri Asset Management

Remark: Bank of Ayudhya Public Company Limited (as a distributor of investment units on behalf of Krungsri Asset Management Co., Ltd. only)

Disclaimers

1. Investors should understand fund features, conditions of return, and risk before making an investment decision. Past performance is not a guarantee of future performance.

2. Krungsri Asset Management Co., Ltd. (“The Management Company”) believes the information contained in this document is accurate at the time of publication, but does not provide any warranty of its accuracy. Similarly, any opinions or estimates included herein constitute a judgment as of the time of publication. All information, opinions and estimates are subject to change without notice.

3. Krungsri Global Equity Long Short Fund (“The Fund”) invests in UBS (Irl) Investor Selection – Equity Opportunity Long Short Fund (“The Master Fund”) with will use derivatives with shares as underlying assets and the strategy employed will be long-short equity of companies in global equity markets based on the MSCI All Country World Index. Investment will predominantly be made in derivatives which reference equity securities and equity indices, via equity total return swaps, equity futures and volatility index derivatives, therefore the Fund may have risks from economic and/or political and/or social changes in the country where the master fund invested in.

4. The Master fund will predominately invest in derivatives which reference equity securities and equity indices via equity total return swaps, therefore the fund may contain higher risk than other mutual funds

5. The fund may enter into a currency swap within discretion of fund manager which may incur transaction costs. The increased costs will reduce overall return. In absence of a currency swap, investors may lose or gain from foreign exchange or receive lower return than the amount initially invested.

6. The fund and/or master fund may invest in or make available a forward contract to enhance efficiency in investment management. This means the fund may contain higher risks than other funds and therefore the fund is suitable for investors who prefer higher return with higher risk tolerance than general investors. Investors should make investment only when they understand the risks of the contract by considering their investment experience, investment objectives and financial status.

7. The Management Company is a Thai registered asset management company regulated by the Securities and Exchange Commission of Thailand (“SEC”). The SEC authorizes and registers the Fund, but takes no responsibility for the soundness of the Fund and does not guarantee any of its price.