



Avenir Capital UN PRI Strategy and Governance 2018

SG 02.1

Investment Philosophy

Avenir believes that public investment markets are often inefficient and present compelling investment opportunities.

We seek superior risk-adjusted returns across full business and market cycles by conducting deep fundamental business analysis into investment candidates and seeking to purchase high quality businesses selling at prices materially below what we estimate to be their intrinsic value.

We apply a high conviction strategy as we believe that a carefully selected portfolio of high quality, attractively priced businesses reduces risk and maximises potential upside.

SG 02.2

Investment Process

We have an investment process that we believe creates value from four key elements.

Business Model Focus

We focus on identifying differentiated business models with sustainable competitive advantages including limited competitors, recurring revenue streams and proven management teams.

Long-Term Orientation

We invest with a long-term orientation that we believe allows competitive advantages to play out and mispricings to correct which other investors can miss due to a lack of patience.

Valuation Expertise

We approach investing in companies as though we are buying the whole business allowing us to focus on private market value not short-term public market price.

Concentration

We apply a high conviction strategy to force selectivity and maximise benefit from exceptional ideas while reducing risk by focusing on high quality, attractively priced businesses.

Environmental, Social and Governance (ESG)

Our investment philosophy is focused on a long-term investment orientation. We believe that ESG considerations are integral to the investment decision process in order to manage investments for the long term. ESG is explicitly considered and assessed as part of our investment decision-making process. For further information please refer to [Avenir's ESG Policy](#).

Avenir is a signatory to the United Nations supported Principles of Responsible Investment (PRI).