



**QUARTERLY INVESTOR COMMENTARY
30 SEPTEMBER 2014**

CONTRARIUS GLOBAL EQUITY FUND

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The Fund aims to earn a higher Total Rate of Return than the average of the world's equity markets, as represented by the MSCI World Index, including the reinvestment of dividends net of withholding tax ("World Index"). It aims to achieve this without greater risk of loss, over the long-term. The Fund is an actively managed fund, and as such does not in any way seek to replicate its benchmark index, but may instead differ materially from the performance benchmark in order to achieve its objective.

CONTRARIUS GLOBAL EQUITY FUND AT 30 SEPTEMBER 2014

Total Rate of Return in US Dollars	Class	Since Inception	Latest	Latest	Latest	2014	Latest
		on 1 Jan 2009	5 Years	3 Years	1 Year	Year-to-date	Quarter
		% Annualised			% Not Annualised		
Contrarius Global Equity	Investor	23.5	12.7	20.9	5.6	(6.2)	(8.1)
Contrarius Global Equity	Institutional	24.0	13.2	21.3	6.1	(5.9)	(7.9)
World Index		13.7	10.9	17.9	12.2	3.9	(2.2)

Past performance is not a reliable indicator of future results.

The Fund's Investor Class shares returned (8.1)% for the quarter versus (2.2)% for the benchmark MSCI World Index, including reinvested net income. As we have highlighted previously, our investment philosophy is not benchmark cognisant and our portfolios would normally vary materially from the benchmark World Index. The Fund's returns are therefore likely to deviate from those of the benchmark. Investors are reminded that given the long-term, contrarian, valuation-based investment philosophy, there will be times when the Fund will materially underperform its benchmark in the short-term in order to achieve its objective of long-term outperformance.

The Fund remains significantly overweight Technology (particularly US Technology) and Consumer Discretionary stocks. In terms of geographic exposure, the Fund continues to be significantly underweight European equities and overweight Japanese equities. The Fund maintains its overweight exposure to shares outside the major developed markets.

Sector Exposure 30 September 2014	Weighting (%)		Over/(Under) Weight
	Fund	World Index ¹	
Energy	1	9	(9)
Materials	8	5	2
Industrials	0	11	(11)
Consumer Discretionary	28	12	16
Consumer Staples	12	10	3
Health Care	0	12	(12)
Financials	12	21	(9)
Information Technology	39	13	26
Telecommunication Services	0	3	(3)
Utilities	0	3	(3)
Total Shares	99	100	
Net Current Assets	1	-	
Net Assets	100	100	

¹ Source: MSCI (attention is drawn to MSCI disclaimer in 'Notices')

Geographic Exposure 30 September 2014	Weighting (%)		Over/(Under) Weight
	Fund	World Index ¹	
North America	58	61	(2)
Europe	11	26	(15)
Japan	13	8	5
Other	17	5	12
Total Shares	99	100	
Net Current Assets	1	-	
Net Assets	100	100	

¹ Source: MSCI (attention is drawn to MSCI disclaimer in 'Notices')

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Contrarius Investment Management
Limited

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Contrarius Investment Management
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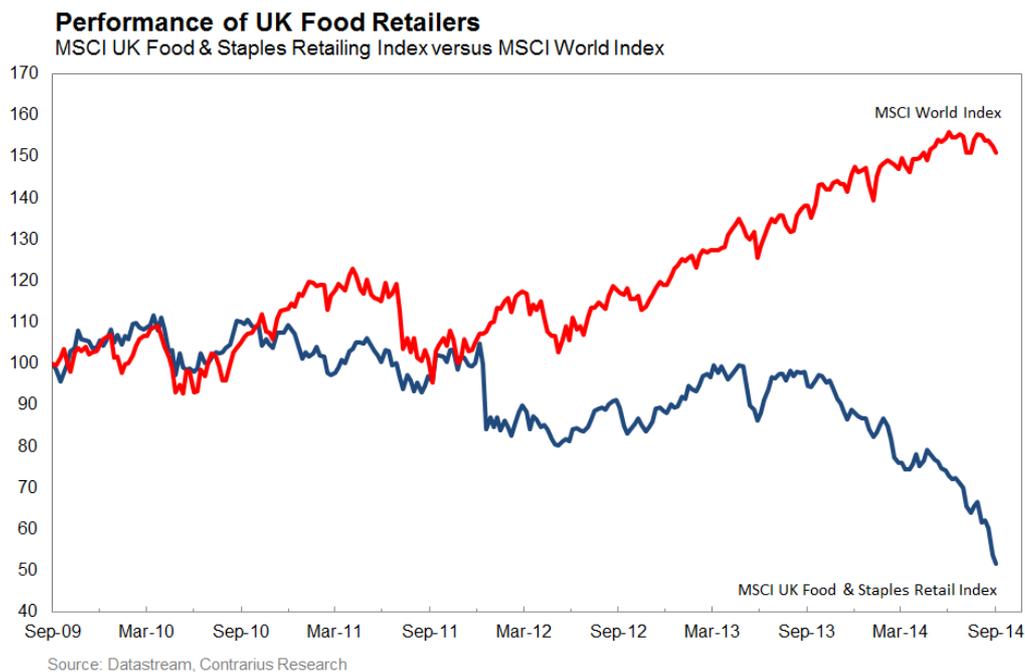
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J SAINSBURY

The two decades leading up to the global financial crisis were halcyon days for the UK grocery retailers. Through smart and aggressive management, the market consolidated around a handful of major grocers: Tesco, J Sainsbury (“Sainsbury’s”), WM Morrison Supermarkets (“Morrison’s”), and ASDA. Their increasing size and reach gave them economies of scale and negotiating power with suppliers, allowing them to stock more products at more competitive prices. Basket sizes increased and ‘stores’ became ‘superstores’ as families could fill an ever greater fraction of their weekly shop in one stop. Moderate inflation made it easier for retailers to increase prices when needed. People may have griped about the demise of the independent corner-shop, but they placed more value on price, quality, and consistency.

How times have changed! Over the last five years the MSCI UK Food & Staples Retailing Index has fallen 48% while the MSCI World Index is up 51%.



A tough economy has made shoppers more price-sensitive. Very low retail inflation highlights any price increases, making shoppers even more inclined to count their pennies. As if this was not enough, their business model is under a multi-pronged attack: discounters (notably Aldi and Lidl) are growing fast; online shopping is disrupting traditional distribution; basket sizes are getting smaller and small local stores are becoming more popular, both of which result from cost-consciousness and convenience. The traditional retailers have responded by ‘investing in price’. In the year to July 2014, spending in food stores fell for the first time in at least a quarter century!

The Fund has for some time owned shares of Ocado, which (as an online-only grocer that is price-competitive with the majors) is likely to benefit from many of the challenges facing the industry. About 4.4% of the £175bn grocery market is now spent online and Ocado gets about 11.5% of that (excluding its deal with Morrison’s). Given the challenges facing traditional grocers, why is Sainsbury’s now the Fund’s 5th largest holding?

As contrarian investors, this flood of negativity piques our curiosity. There are a few questions: Is this a dying business model (like the video rental store) or rather one that may have been a bit slow to recognise that it needs updating (like the music producers)? Will the discounters appropriate the market? How much is a result of normal business cycles? And if the consumer trends all go against Sainsbury, what would it be worth?

The Discounters

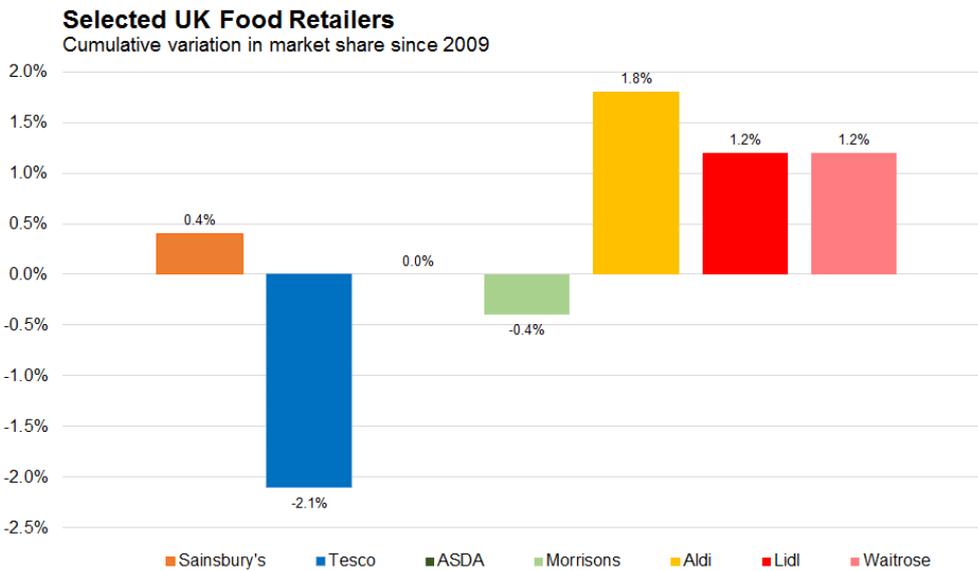
How is it that the discounters can sustain such low prices? They have three main cost saving measures: (1) limited choice (1,000-2,000 items vs about 40,000); (2) house brands rather than familiar brands; (3) minimal investment in stores (barebones décor and staff, as well as intelligent stacking). The small range means few suppliers, easy handling, low wastage,

high volumes for each item, and low risk of running out of stock. So consumers benefit on price at the cost of choice, service, the shopping environment, and perhaps quality (if the house brands are not equivalent to the familiar brands).

The discounters' model is currently a popular one. Shoppers like low prices. But it is perhaps also a limited model. As they grow, their business models will likely converge with those of the traditional retailers. Over the past five years the range of items carried by Aldi and Lidl has grown 30% - 40% and now includes more fresh food and branded goods.

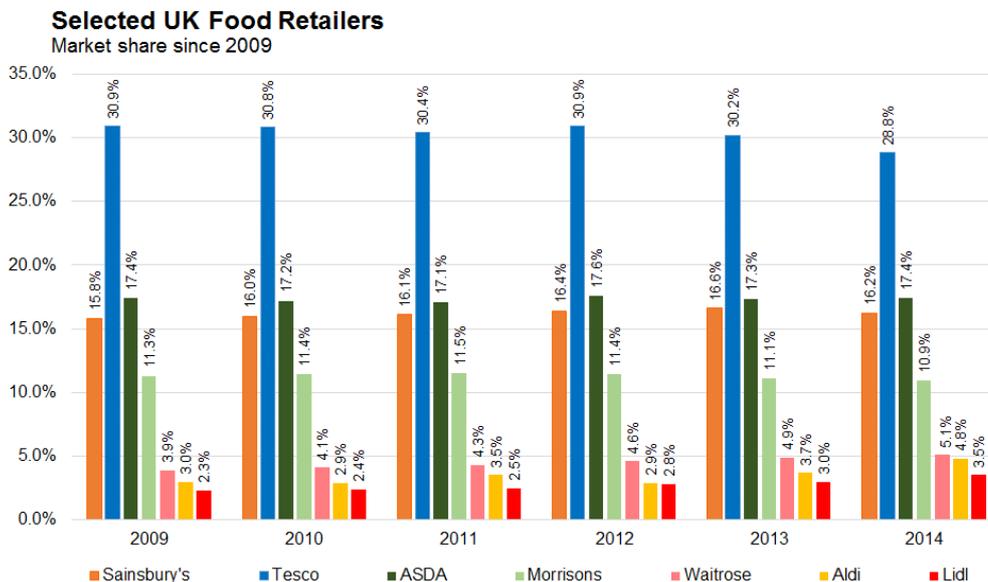
Future market share gains for the discounters are expected to be harder. Sainsbury's has not been standing still: it is focusing on its smaller stores, adjusting store formats, and reducing prices. We expect that when consumer confidence improves, choice, service, the shopping environment and quality will go back up the shopper's priority list.

If, on the other hand, consumer behaviour does not revert, then Sainsbury's has an extensive network of convenience stores that could be converted into a low-investment, limited-choice discount format. The number of Sainsbury's convenience stores has grown 82% since 2010 compared to 10% for large format stores. Convenience stores are now more than half of their total. It should be noted that even with the challenging conditions of the last five years, Sainsbury's has managed to defend its market share, with Tesco being the big loser.



Based on market share data for 12-weeks period ending September of each year.

Sources: Bloomberg, Kantar WorldPanel, Contrarius Research



Market share for 12-weeks period ending September of each year.

Sources: Bloomberg, Kantar WorldPanel, Contrarius Research

Online Shopping

Online retailing combined with home delivery is a threat to traditional retailers. The Institute of Grocery Distribution (IGD) estimated that online grocery sales will more than double by 2019, making it the fastest growing channel. Improving technology, fulfilment options, and having more and more customers on the delivery network should boost accessibility and reduce costs further.

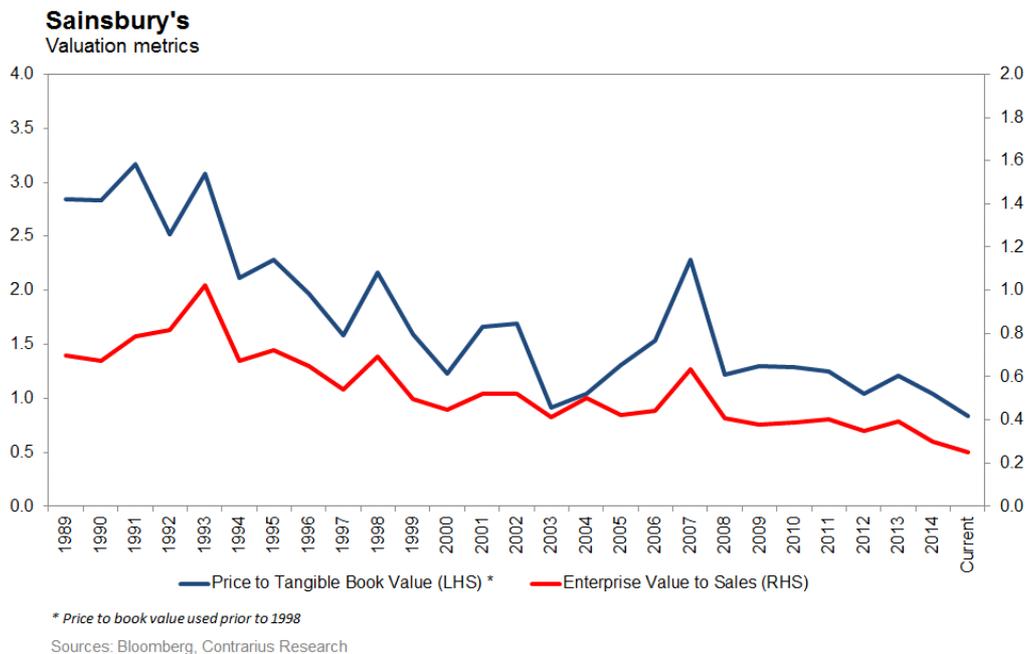
Sainsbury's share of the online groceries market is 13%, not too dissimilar to its overall market share of 16%. Some customers prefer to pick up an order at their convenience rather than scheduling a time slot to be home, which makes Sainsbury's store base valuable even in an online world.

Sainsbury's Balance Sheet and Valuation

At quarter-end, the market valued Sainsbury's at £4.8bn (£2.515 per share). Yet its tangible book value is £5.7bn. This understates the value of its assets since Sainsbury's estimates that its vast property portfolio is worth substantially more than its carrying book value. Some companies trade below their tangible book value because they carry a high level of financial risk, but we do not believe that this is the case with Sainsbury's. It has substantially less debt relative to its large listed competitors. The property assets have previously attracted attention: the Qatar Investment Authority, the largest shareholder, owns 26% of Sainsbury's after a failed attempt to acquire the company for £6 per share in 2007. If Sainsbury's needs to cut down its store base (perhaps as the shift towards online continues) this could free up large amounts of cash. While our investment case is based on the long-term value of the business, Sainsbury's substantial balance sheet gives us additional comfort.

Conclusion

There is uncertainty in any share. But we believe that Sainsbury's current circumstances are at least in part due to cyclical factors. The shares are currently available at about 7x historic earnings, a 7% historic dividend yield, below tangible book value and at an exceptionally low enterprise value to sales ratio.



At the current price we believe the potential upside of Sainsbury's more than compensates for the risks. While there are likely to be bumps along the way, we believe that Sainsbury's has a much brighter future than the market gives it credit for.

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