

WAY Hasley Global Momentum Fund



Fund objective

The aim of the WAY Hasley Global Momentum Fund is to achieve long-term capital growth.

Why invest?

Recent research conducted by US academics and at Cass Business School shows that there is a plausible alternative for investors dissatisfied with the search for active alpha and who want to avoid tracking the market down with their passive holdings. This research shows that a combination of trend-following and momentum-based rules can produce alpha on a consistent basis and generate investment returns over the long-term that are as good as those produced by a buy and hold strategy, and often better. But more importantly, the returns they generate have volatility that is typically two thirds of that produced by an equivalent buy and hold, passive strategy. This research has now been translated into action through the WAY Hasley Global Momentum Fund.

The investment process

The fund will invest in a series of 24 equity market Exchange Traded Funds (ETFs), with a global spread, and the decision to be in or out of those markets will be based entirely on the trend momentum trading system developed by Professors Thomas and Clare from the Cass Business School.

Asset allocation will be equally weighted across the chosen developed market ETFs and the market timing will be subject to buy, sell or hold signals identified by the system model. These signals are informed by the moving averages of each ETF individually across a 10-12 month moving period. Portfolio changes will take place on a monthly basis – back testing having shown that no further benefit accrues in the long run by more frequent changes, due both to transaction charges and precipitous short term market jerks. Enactment of the system will be performed by our collaborators on this development, Hasley Investment Management LLP.

Fund manager

WAY Fund Managers Ltd
Cedar House, 3 Cedar Park
Cobham Road, Wimborne
Dorset, BH21 7SB www.waygroup.co.uk

The Simplified Prospectus and any other literature can be obtained from WAY at the address above, or downloaded from the website.

Launch date 28 February 2011

IMA sector Global Growth

Total fund size New offering

Minimum investment

£100pm

£1,000 lump sum

Fees (Retail)

Initial Charge 5.25%

Annual Management Charge 1.35%*

Initial Commission 3%

Trail Commission 0.5%

*Where selected for an IHT Plan, an additional 0.3% annual charge is made to cover the ongoing costs associated with the IHT trust arrangement

Yield Est. 0%

Accounting date Last day of February

Distribution date 30th June

Codes

Accumulation

SEDOL B606571 ISIN GB00B6065718

Income

SEDOL B62SHJ1 ISIN GB00B62SHJ17

Dealing line 01202 855 856

Fund and investment management

The WAY Hasley Global Momentum Fund results from collaboration between the Centre for Asset Management Research at the Cass Business School (who developed the process model), Hasley Investment Management LLP (who will apply the process) and WAY Fund Managers Ltd. the authorised corporate director.

Platforms

This Fund will be available on the following platforms:

ASCENTRIC, ELEVATE, NOVIA, TRANSACT, RAYMOND JAMES, 7IM, NUCLEUS, STANDARD LIFE

All quoted performance sourced from Hasley Investment Management LLP. All other information supplied by WAY Fund Managers Limited.

For the use of and directed at Financial Intermediaries only. No reliance must be placed on this information by any other persons.

All information correct as at 28 February 2011

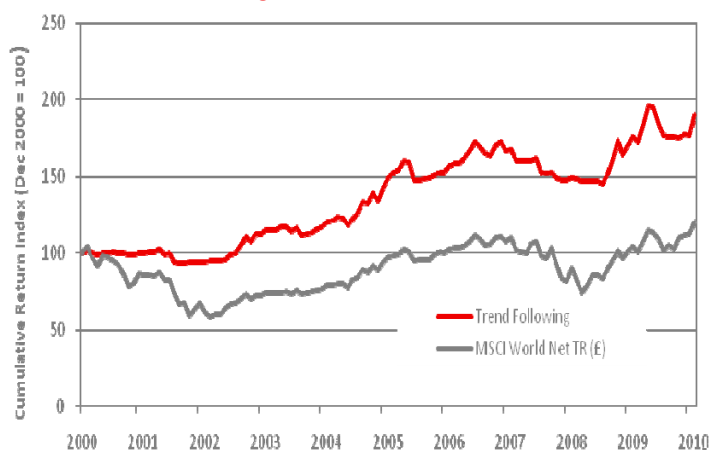
In brief

- The process is mechanical with no judgemental overlay
- Aims to offer most of the upside and little of the downside it compares favourably with either 'buy and hold' or 'active' management
- Suitable especially as a core holding for long-term portfolios, an alternative to 'passive' investing; pension funds; trusts; charities and ISAs.
- The system has been developed and back-tested by leading academics at the Cass Business School

Back testing analysis

The trading system employed by the Fund is founded on research by the Centre for Asset Management Research at the Cass Business School. It is entirely mechanical, not predictive, and, as such, enables back testing to be performed on an accurate, if unrealised, basis. A Trend Following Model Portfolio if applied over the past decade would have shown the following comparative results:

MSCI & Trend Following Portfolios 2000-10



- In a more contemporary snapshot, the Global Momentum system over the last 10 years would have returned a 6.60% compound annual return (after fees) relative to the MSCI World Total Return of 1.87% (with no fee deduction).
- The discipline brought to bear on market timing is key to the process and back testing demonstrates the mollifying effect on volatility.
- Using the same 10 year measurement period, annualised volatility for the Fund would have been 9.59% relative to the indices 16.64% whilst maximum drawdown would have been 16.04% relative to the MSCI of 43.64%

Trend Momentum Model Portfolio - Developed Markets 01-10

Back-Tested Performance	Trend Following (after fees)	MSCI World Net TR (£) (no fee deduction)
Compound Ann Ret (%)	6.60	1.87
Annualized Vol.(%)	9.59	16.64
Sharpe Ratio (3.65%)	0.31	-0.11
Best Month	7.55	10.17
Worst Month	-7.20	-12.46
Best Calendar Year	23.67	22.45
Worst Calendar Year	-10.91	-27.55
% Positive Months	62.50	55.83
% Negative Months	37.50	44.17
Max. Drawdown (%)	16.04	43.64

Markets covered

- Global Equity
- European Equity
- North American Equity
- Pacific Equity
- UK Equity
- Japan Equity
- United States Equity
- Australia Equity
- Canada Equity
- Netherlands Equity
- European Mid-Cap Equity
- European Small-Cap Equity
- Japan Small-Cap Equity
- United States Small-Cap Equity



CENTRE FOR ASSET
MANAGEMENT RESEARCH
CASS BUSINESS SCHOOL

HASLEY
INVESTMENT MANAGEMENT

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Registered in England No 3181187

WAY Investment Services Limited is an appointed representative of WAY Fund Managers Limited which is authorised and regulated by the Financial Services Authority

Please remember the price of shares and the income from them can go down as well as up as a result of changes in the value of underlying investments and currency movements. An investor may not get back the amount originally invested. Past performance is not necessarily a guide to future returns. The information in this document is for guidance only and expert financial and taxation advice should be sought before making decisions on financial products. Whilst we believe the facts to be correct, we cannot assume liability for any errors or omissions.