



Repositioning and rebranding CS (Lux) Megatrends Equity Fund

Effective **January 12, 2015**, the Credit Suisse (Lux) Megatrends Equity Fund is to be repositioned and rebranded as **Credit Suisse (Lux) Global Emerging Market Brands Equity Fund**.

With too wide an investment scope, it was felt that the Credit Suisse (Lux) Megatrends Equity Fund lacked a clear focus. Therefore, the Credit Suisse (Lux) Global Emerging Market Brands Equity Fund will focus solely on one of the largest and very investable megatrends – that of **emerging market consumption**.

The fund's investment strategy is based on fundamental analysis, and the process targets attractively valued companies expected to benefit from growth in emerging consumer markets. Given this change in focus, the fund's benchmark will change from the MSCI AC World (NR) to the MSCI Emerging Markets Net Total Return Index (USD). The fund will be managed by a team, with Anna Väänänen and Isis Ma as lead portfolio managers. They have a combined 26 years of investment experience.

A new hedged share class (BH2) is also being launched to help protect investors from currency fluctuations at a fund holdings level. All other share classes, Swiss security numbers and ISINs will remain the same.

Key characteristics of the funds:

- The fund invests in the most **dynamic** parts of the GEM economies – i.e. in the **structural growth stories** driven by an increasing middle class and rising income levels.
- An **actively managed and focused portfolio** with about 60 to 80 **high conviction** stock picks based on first-hand information and fundamental analysis.
- No investments in volatile commodity markets and a **very discerning approach** to anything government related.
- **Experienced and award winning** six-strong fund management team in Zurich and Singapore.

Contact

- Distribution Team Switzerland and Liechtenstein

Further Information

- Third Party Execution Desk (Trading)
- Fund Finder
- Fund Information

News and Publications

- Fund News (FundTelegram)
- Insights
- Investment Themes

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Overview of the affected sub funds:

Subfund	ISIN / Valor
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund B USD	LU0522191245 / 11480304
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund EB USD	LU0522191674 / 11480309
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund BH CHF	LU0522192300 / 11480369
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund BH EUR	LU0522192136 / 11480366
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund IBH EUR	LU0522192482 / 11480371
Credit Suisse (Lux) Global Emerging Market Brands Equity Fund BH GBP	LU0554857044 / 11949965

You can find more information about the planned repositioning and renaming of the Credit Suisse (Lux) Megatrends Equity Fund in the documents below:

Marketing Material	Languages
Q&A	EN DE FR IT
Fund Profiles	EN DE FR IT
Presentation	EN DE FR IT

Should you require any further information or have any questions, please do not hesitate to contact us.

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