

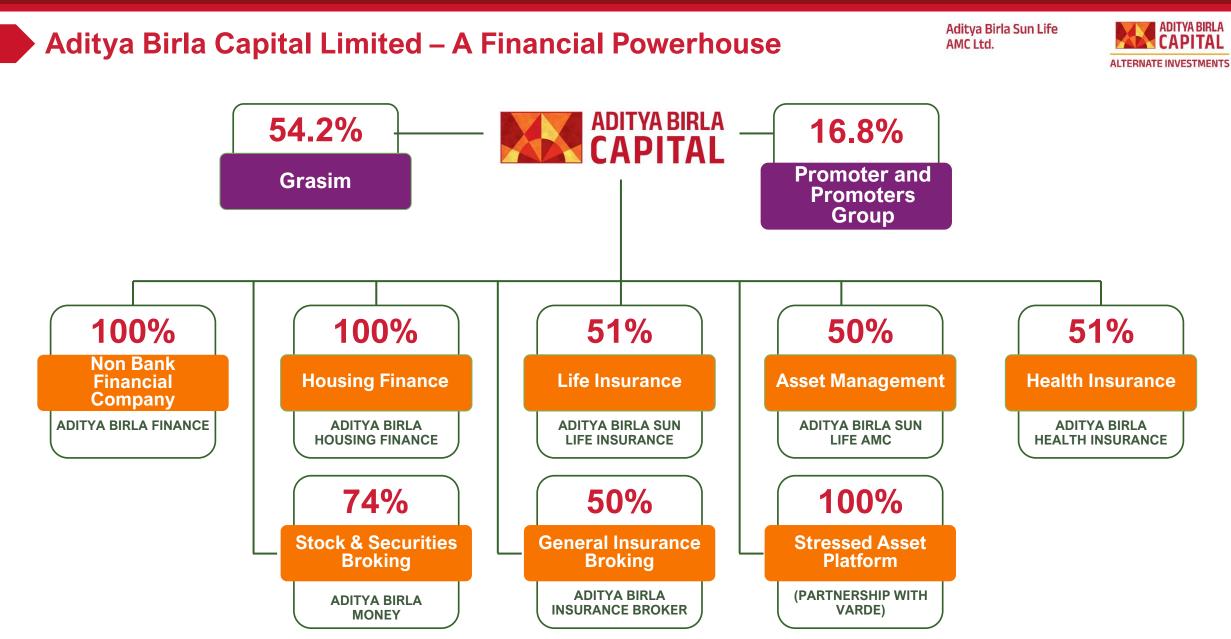


Aditya Birla Sun Life AMC Limited



ABSLAMC Overview

Aditya Birla Sun Life AMC Limited



Source : Internal. Above is not intended to show the complete organizational structure and all entities therein. It is intended to describe the key businesses of Aditya Birla Capital.

ABSLAMC: A Joint Venture between Two Pioneering Groups





- Part of Aditya Birla Group (ABG) one of the largest Indian conglomerates with interest across various commodity, manufacturing & service businesses and operations in over 40 countries
- Managing AUM of ₹ 5 Lac Cr (as on December 31, 2024)
- Leading financial services organization providing Asset Management, Life Insurance, Wealth Management, Corporate Lending, Project & Structured Finance, General Insurance Broking, Broking & Private Equity, Housing Finance etc.



- A leading Canadian financial services company
- AUM CAD \$ 1,542 billion (as on December 31, 2024)
- Offering diversified range of risk and financial management products for individuals and corporate
- Large international footprint across continents major presence in North America & Asia

Overview: Aditya Birla Sun Life Asset Management Company



Asset Management



Heritage

- Founded in 1994, one of the oldest in India
- Promoted by Aditya Birla Capital Group & Sun Life Financial
- Have seen the market evolve across different asset classes over the years
- Driven by client centric product Innovation
- International presence in Dubai, Singapore and Mauritius.

Market Dominance

- One of the top AMCs in India with MF AUM of over 3,77,260 Cr (January 2025)
- Over 10.5 million investor accounts (January 2025)
- Strengths across different asset classes

Alternate **Business**



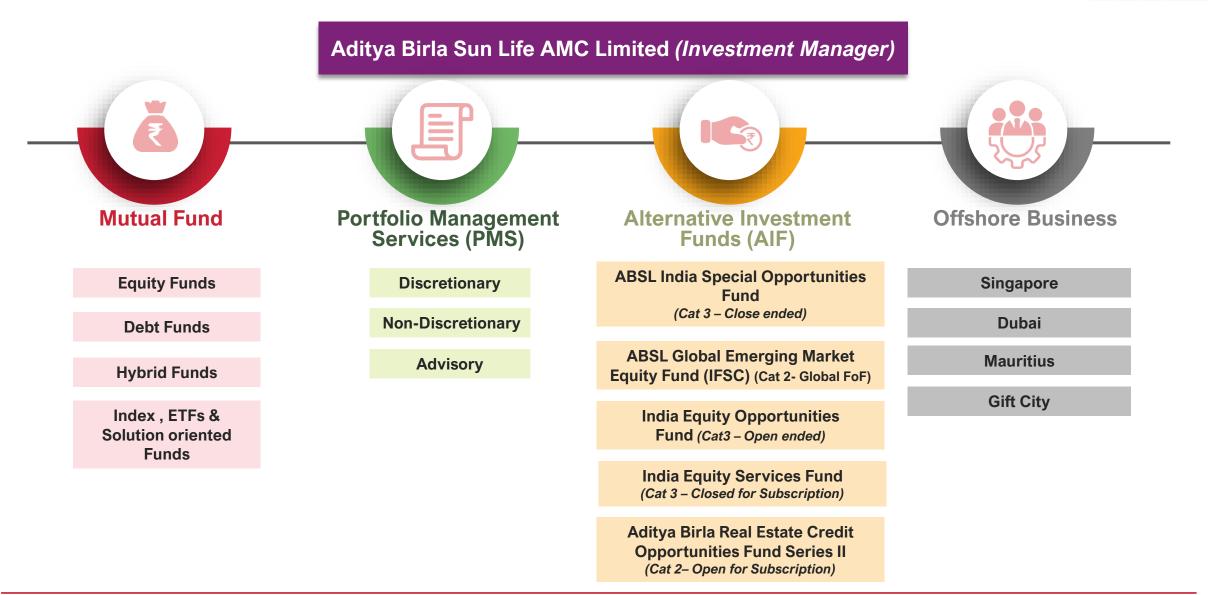
Best in Class Management

- Offer portfolio management services, alternate & offshore investment solutions to HNIs and Institutions
- Managing/advising Rs. 15,503 crores of assets as of February 2025
- 16-member dedicated investment team for Equity, Fixed Income, and Real Estate, with a cumulative experience of 200+ years
- Focus on delivering sustained investment performance and portfolio differentiation.
- Strong and robust risk management and governance framework

ABSLAMC - Diversified Investment Experience

Aditya Birla Sun Life AMC Ltd.







Alternate Business - Equity Investment Process



To identify & capitalize upon the prevailing market inefficiencies in a Simple, Timely & Efficient manner

Focus on Businesses With ability & commitment to grow earnings faster than Nominal GDP



Buy Companies that have

- Large Opportunity Canvas (scope for non-linear growth outcomes)
- Credible Management
- Emphasis on Capital Efficiency
- Superior return ratios

Portfolio Construction Process

Aditya Birla Sun Life AMC Ltd.



Investment Process



Stock Screening

 Financial Modelling & Due Diligence

Quantitative & Qualitative Screener

Portfolio Optimisation

 Risk reward analysis & Portfolio optimisation Portfolio Construction Portfolio of high conviction 20-30 names

Monitoring

- Periodic monitoring
- Stop loss Triggers
- Maintain Sell
 Discipline

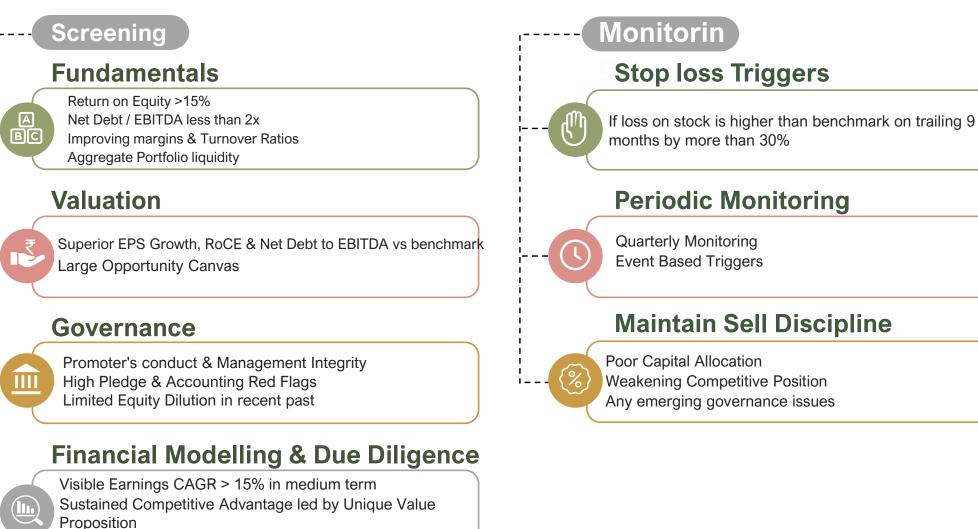
Investor Servicing

Fund Performance, Reporting & Investor Servicing

Investment Process - Screening & Monitoring

Interaction with investee companies & its ecosystem





months by more than 30%

Periodic Monitoring

Quarterly Monitoring **Event Based Triggers**

Maintain Sell Discipline

Poor Capital Allocation Weakening Competitive Position Any emerging governance issues

Aditya Birla Sun Life **ADITYA BIRLA** CAPITA AMC Ltd. ALTERNATE INVESTMENTS Ħ Ô ΔN SERVICE INDUSTRY

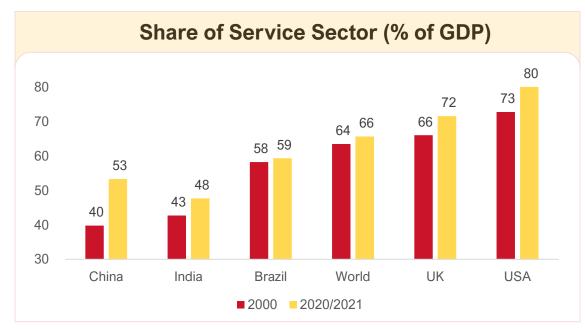
An ocean of opportunities

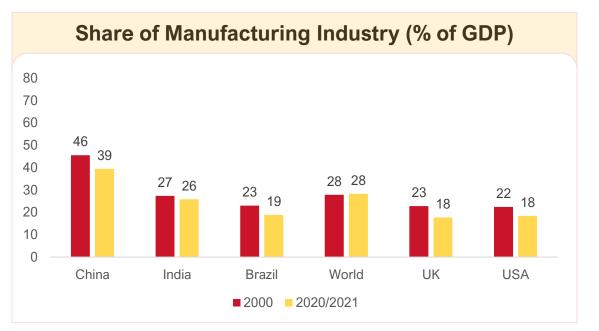
Service Sector - A Rising Global Phenomenon

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Contribution of Service Sector to GDP is on the rise, across the world.





✓ From developed to developing countries, services sector share is rising across the board

- ✓ India service sector GDP share remains considerably below that of developed economies
 - China referred to as 'The World's Factory', has seen services output surpass manufacturing sector
 - ✓ Manufacturing industry share on the other hand has been declining

India Service Sector - ample room for further Growth

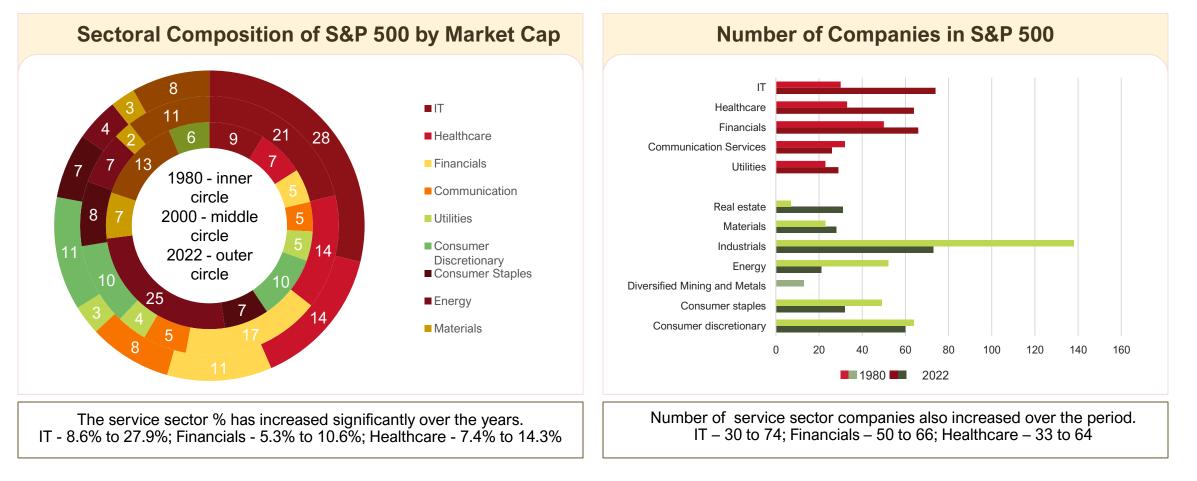
Source: World Bank Data

Service Sector taking over Global Indices

Aditya Birla Sun Life AMC Ltd.



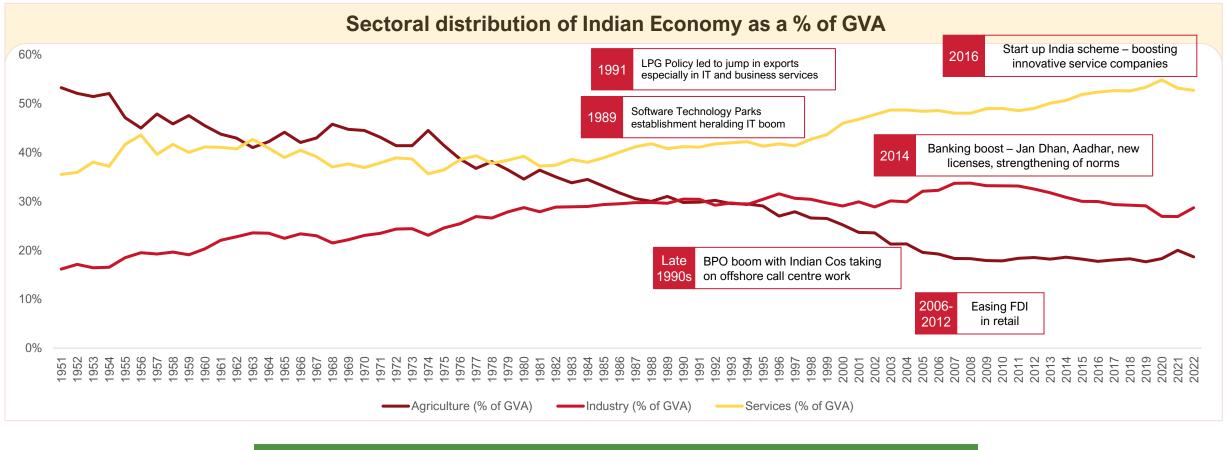
Frontline indices are getting Service heavy with traditional industries making way for Service companies



9 out of the Top 10 Companies of the S&P 500 index are Service Companies!

Sources: DWS Asset Management ; QAD





Share of service sector in GVA grown from ~36% to ~53% from 1951 till date

Sources: CEIC, ABSLAMC Research

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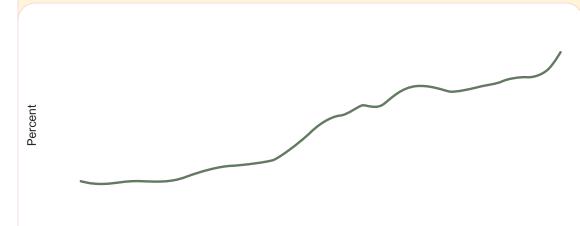
Service Sector - An export winner!

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Service sector exports has seen exponential growth – contributing significantly to the sector's growth

India's share in World Commercial Service Exports

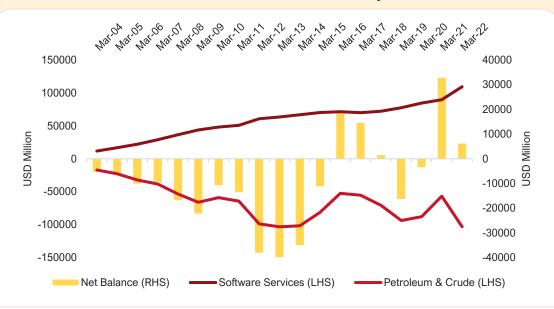


Source: World Bank

Note: Commercial service exports are total service exports minus exports of government services not included elsewhere. International transactions in services are defined by the IMF's Balance of Payments Manual (1913) as the economic output of intangible commodities that may be produced, transferred and consumed as the same time.

Sustainable growth in Software Service Exports have offset the impact of ever increasing crude import bill

India's current account components



India's share in world's commercial services exports has only been on the rise Software Service exports have shown resilience even during times of global economic downturns

Sources: World Bank, Bloomberg

Service Sector - An Expanding Sector Delivering Profits

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Listed service sector companies outperform other sector in profitability

Service Sector dominance seen in top listed profitable companies

FY22 Net Profit Ratio **Profitability growth of Top Indian listed companies** FY10 profit (INR Mn) FY22 profit (INR Mn) Growth Infrastructure 0.5% Reliane Incs. Reliance 2.45.031 5.84.201 138% Oil and Gas 5.9% tcs TCS Manufacturing 69.643 3,84,490 452% 9.1% Agricultural 5.4% HDFC BANK HDFC Bank 29.487 3,69,614 1153% Infosvs Infosys 62.660 2.21.110 253% 4 Hind. Unilever 21.027 88.520 321% Software and IT service 22.9% FICICI Bank ICICI Bank 40.250 2,33,395 480% Healthcare 11.8% 1,17,338 3,53,739 201% State bank Finance 21.7% HDFC 27.429 1,28,388 Banks 15.9% HDFC 368% 894 70.282 7762% Bajaj Finance 0.0% 5.0% 20.0% 25.0% 10.0% 15.0%

Average profitability of service sector exceeds nonservice sector considerably! Profitability of top service sector companies has seen exponential growth over the last 12 years!

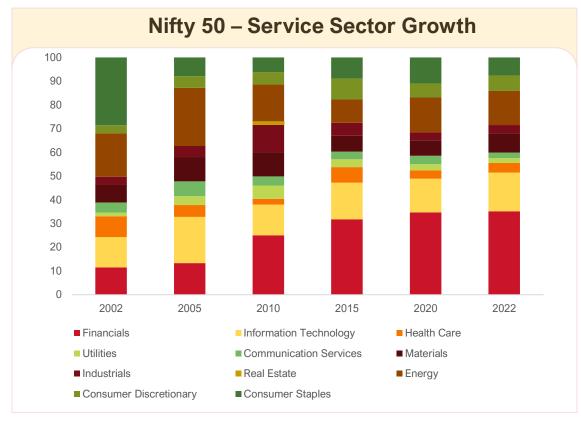
Sources: Moneycontrol, MOFSL

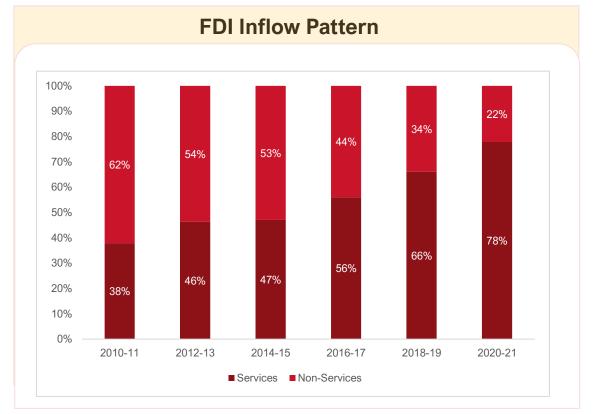
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Growing Investor Interest in Service Sector

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The proportion of service stocks in the NIFTY 50 index has increased considerably in the last 20 years

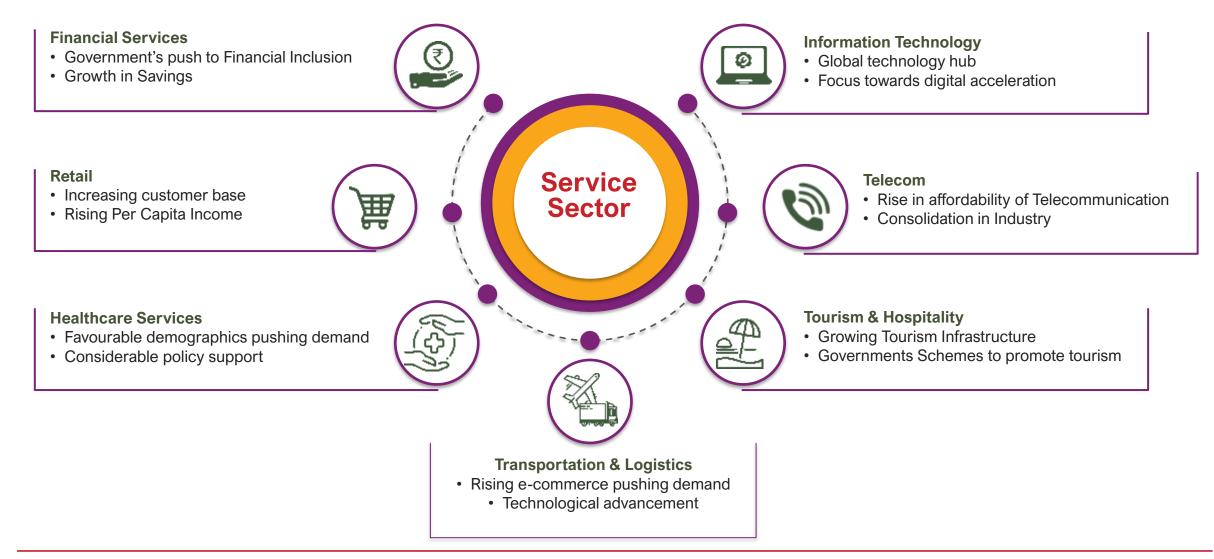
Foreign Direct Investments have also shown a shift towards service sector over the years

Source: Bloomberg, RBI

Service Sector - Considerable Scope across Sub-Sectors

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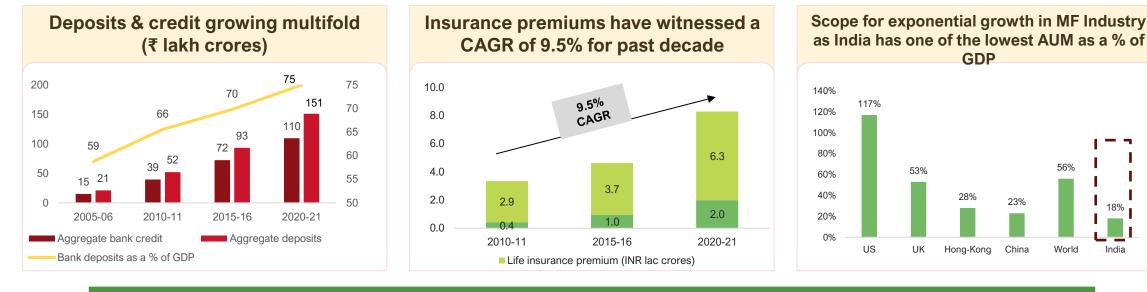


Financial Services

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A large universe comprising of Banks, NBFCs, Insurers, Asset Management Companies and Fintech companies



Valued at INR 81 Trn, the India BFSI sector is well on its way to become 3rd largest in the world by 2050,

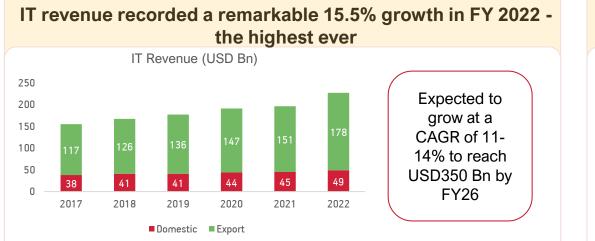


Sources: NITI Aayog publication, 2021; Macrotrends.net; World Bank and Economic Surveys; NSO Elderly in India 2021 Report; IBEF; INC42

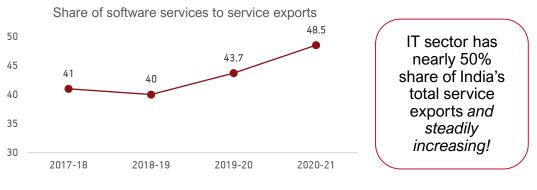
Information Technology

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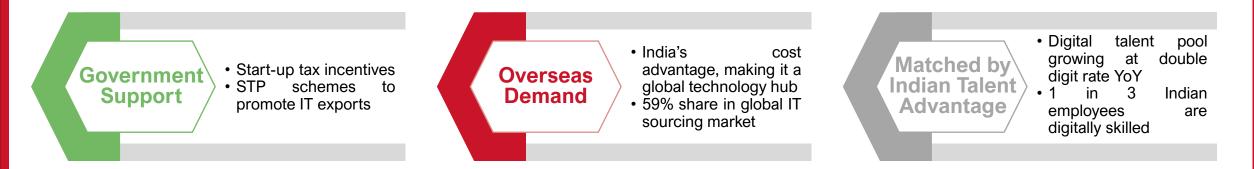




IT sector has a considerable global footprint as well!



India's IT sector attracted cumulative FDI inflows worth US\$ 81.31 billion between April 2000 and December 2021

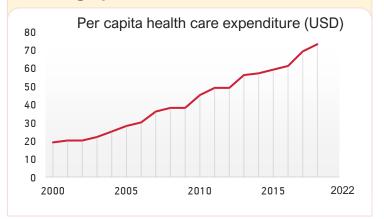


Sources: NASSCOM reports; Economic Surveys; Business Standard; IBEF

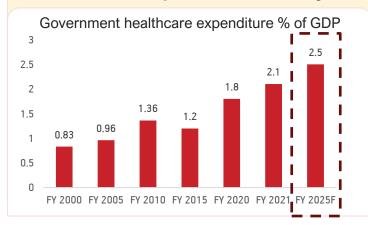


Healthcare

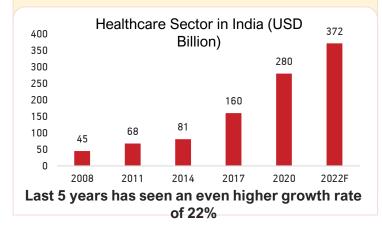
Y-o-Y Significantly higher amounts are being spent on healthcare services



The government too is stepping up its healthcare spend considerably



Growth in size of the healthcare sector – 16.28% CAGR



Increasing private and public spending on healthcare = YoY double digit growth for the sector!

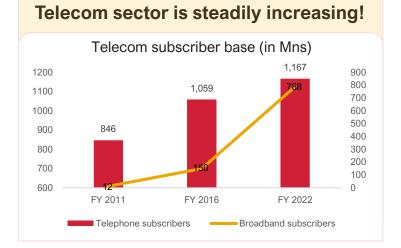


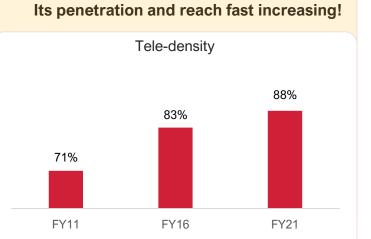
Sources: NITI Aayog publication of 2021 Macrotrends.net; World Bank and Economic Surveys; NSO Elderly in India 2021 Report; IBEF;INC42.com

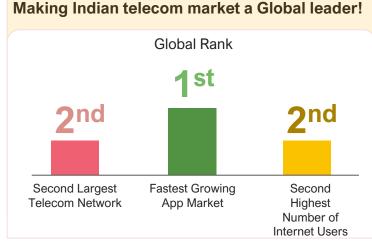
Telecom

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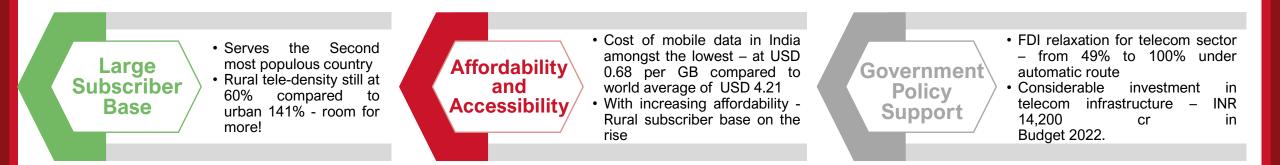








5G subscriptions alone expected to be 350Mn by 2026; 27% of all mobile subscriptions ,



Sources: TRAI reports; Researchdive.com; Infoholic Research LLP estimates for MVAS market – forecast for 2023; Economic Times; Inc42.com; TRAI reports; IBEF



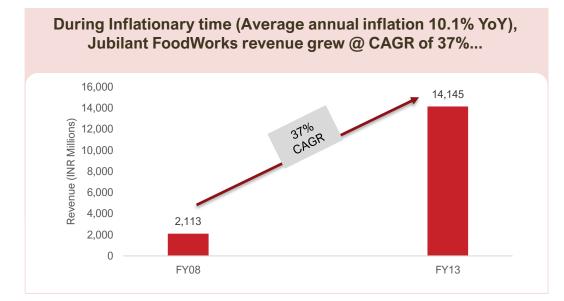


Jubilant FoodWorks Ltd

Aditya Birla Sun Life AMC Ltd.



Jubilant FoodWorks has shown strong pricing power during the inflationary time, resulting in sustainable revenue growth



...Subsequently moderating to 13%, when inflation cooled off (Average annual inflation 4.5% YoY)



Pillars of Growth

Operates regional supply **Established** Market leader in the Robust More than 1500 Countrywid Pizza segment through chain centres, ensuring stores spread Supply-Chain Position consistent quality & timely e Network its exclusive right to across 337 cities Network in QSR operate Domino's Pizza delivery to its stores in India Sources: MOFSL, Bloomberg, ABSLAMC Research

Aditya Birla Sun Life AMC Limited

Trent Ltd

Aggressive

Expansion

Strategy

Aditya Birla Sun Life AMC Ltd.

..driving healthy Revenue Growth for Trent

Revenue*

1,358

18% CAGR

3,500

3,000

2,500

2,000

1,500

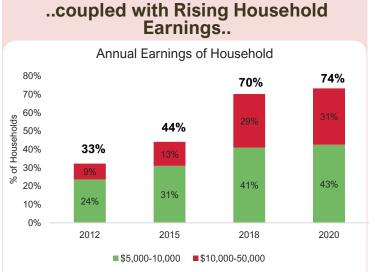
Crore



3,178

2,066

Increase in share of Organized Apparel Retail.. Share of Organized Retail 45% 33% 24% FY2025 (P) FY2015 FY2020





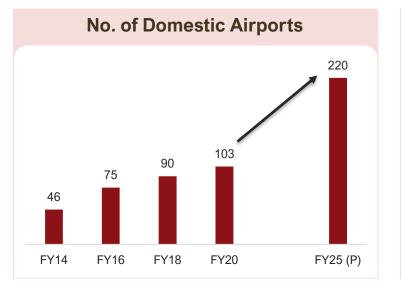
Sources: Bloomberg, Screener, Technopak, ICRA, ABSLAMC Research *Standalone Revenue of Trent Ltd.

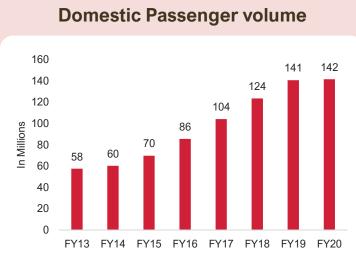
Interglobe Aviation Ltd

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Indigo capturing the Domestic passenger market share amid increasing Domestic airports & rising domestic passenger volume





Indigo Market Share 48% 40% 40% 37% 34% 30% 27% FY13 FY14 FY15 FY16 FY17 FY18 FY19 FY20

Pillars of Growth

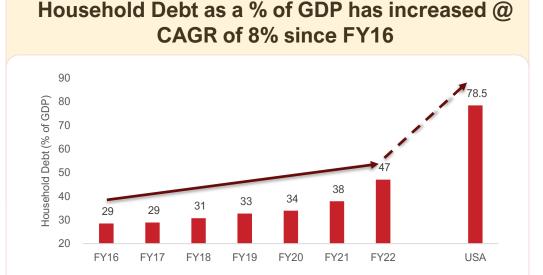


Bajaj Finance Ltd

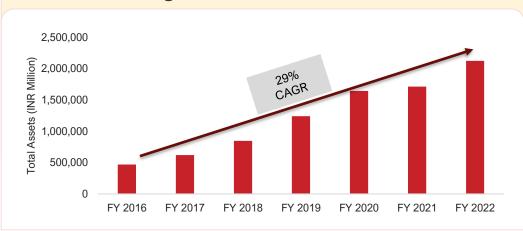
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Lower Indian household debt vis-à-vis developed economy like US market will likely benefit Bajaj Finance



During same period Assets of Bajaj Finance have grown at 29% CAGR



Pillars of Growth



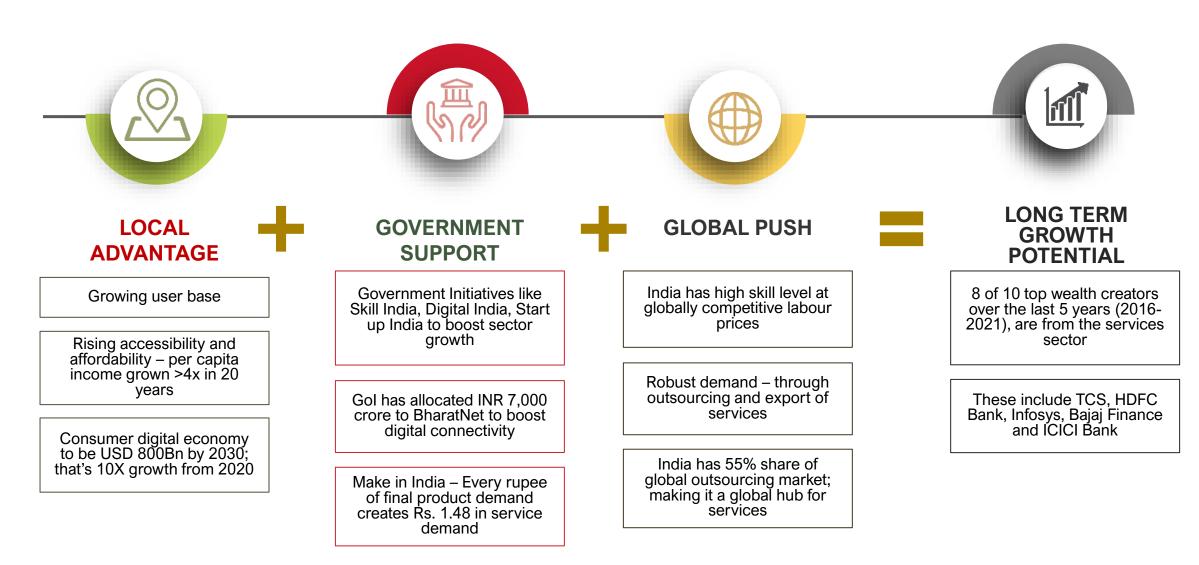


ABSL India Equity Services Portfolio

• Why invest in the Indian Service Sector?

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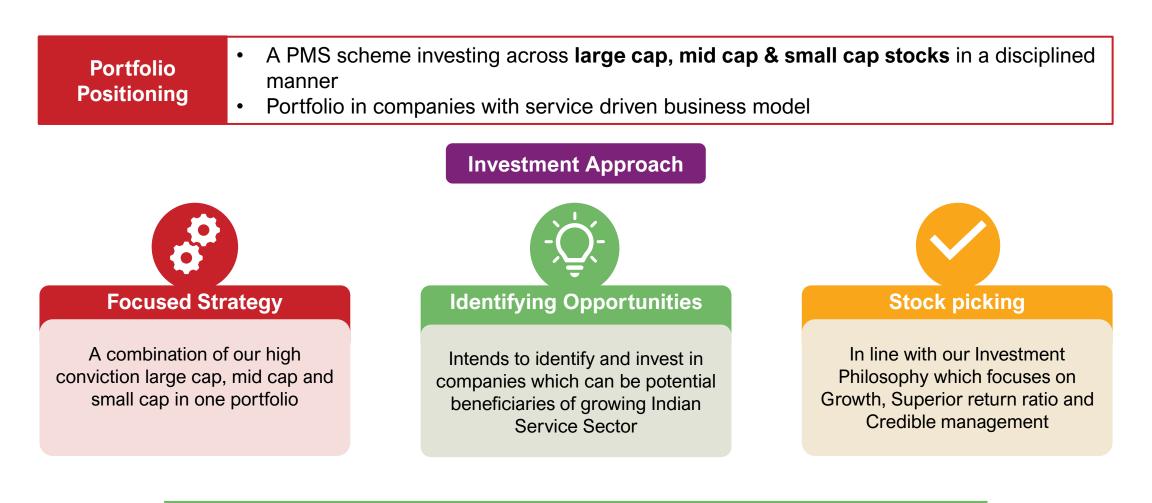




Sources: Statisticstimes.com; EY Report; Deloitte Report; IBEF

Our Highest Conviction Stocks in One Portfolio





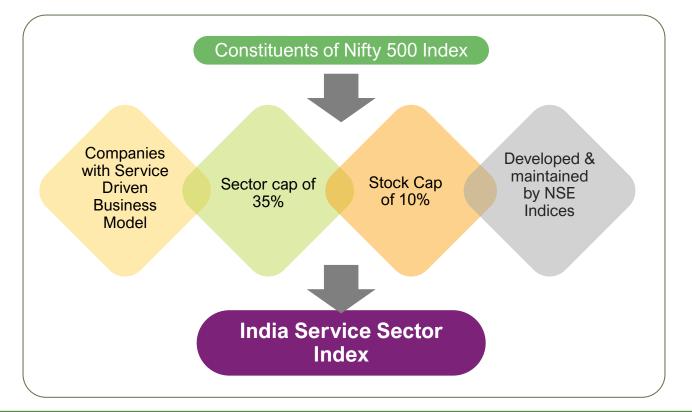
Suitability: The fund can be suitable for Long term Equity Investors with High-Risk appetite and an investment horizon of 3 years and above

Portfolio Universe -India Service Sector Index

Aditya Birla Sun Life AMC Ltd.



Portfolio Construction Methodology Using Customized India Service Sector Index with NSE



Designed to capture the performance of companies with a service-driven business model from Nifty 500 Universe. Captures the service sector universe without a heavy reliance on Banking & IT Sector.

Source: NSE Indices as on September 30, 2022

ABSL India Equity Services Portfolio - Portfolio Construct



Portfolio Name	ABSL India Equity Services Portfolio
Structure	Discretionary PMS
Strategy	Equity
Nature	Open ended
Market cap	Multi cap
Investment approach	To construct an optimally focused portfolio by investing in high quality business leaders with strong service driven business models across market caps & industries. The investments shall be arranged, made, managed and disposed-off with the view to providing long-term returns to the Contributors.
No of stocks	20-30
Investment Manager	Aditya Birla Sun Life AMC Limited (ABSLAMC)
Benchmark	BSE 500 TRI
Portfolio Manager	Sameer Narayan, Salvin Shah
Time Horizon	Minimum 3 years
Minimum Investment	Rs 50 lakhs
Management and Performance fee	Please refer Client Fee Schedule
Operating expenses	Please refer Client Fee Schedule



Portfolio Characteristics

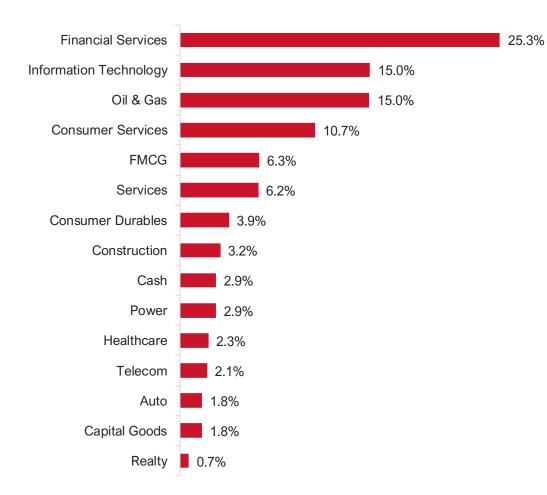
India Equity Service Fund (AIF)- Current Portfolio

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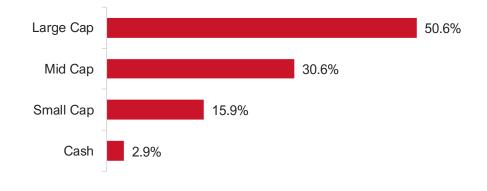


Industry Allocation





As on February 28, 2025



Investment Style

	Growth	Blend	Value
Large Cap			
Mid & Small			

Market Cap Categorization as per Average Market Capitalization of listed companies during the six months ended December 31, 2024. Source : AMFI

IESF (AIF) Portfolio Characteristics

Aditya Birla Sun Life AMC Ltd.



Portfolio vs. Benchmark (Higher Growth/ROEs with low leverage)

PE (x)	FY24E	FY25E	FY26E
IESF	67.2	42.8	28.5

ROE (%)	FY24E	FY25E	FY26E	
IESF	12.5%	18.1%	18.2%	

EPS Growth (%)	FY24E	FY25E	FY26E
IESF	128.2%	41.2%	32.9%

Net Debt to Equity* (%)	FY24
IESF	28.8%

Top 10 Holdings & Weights						
Top 10 Portfolio Holdings	% of Net Assets					
Reliance Industries Ltd	7.2%					
HDFC Bank Ltd	6.8%					
Tata Consultancy Services Ltd	5.4%					
Hindustan Petroleum Corporation Ltd	5.3%					
Indian Hotels Co Ltd	4.1%					
ITC Ltd	3.9%					
Cholamandalam Investment and Finance Company Ltd	3.2%					
Interglobe Aviation Ltd	3.2%					
Adani Ports and Special Economic Zone Ltd	3.0%					
NHPC Ltd	2.9%					

* Financials excluded in calculation of D/E Source: All ratios are based on Internal estimates.

As on February 28, 2025



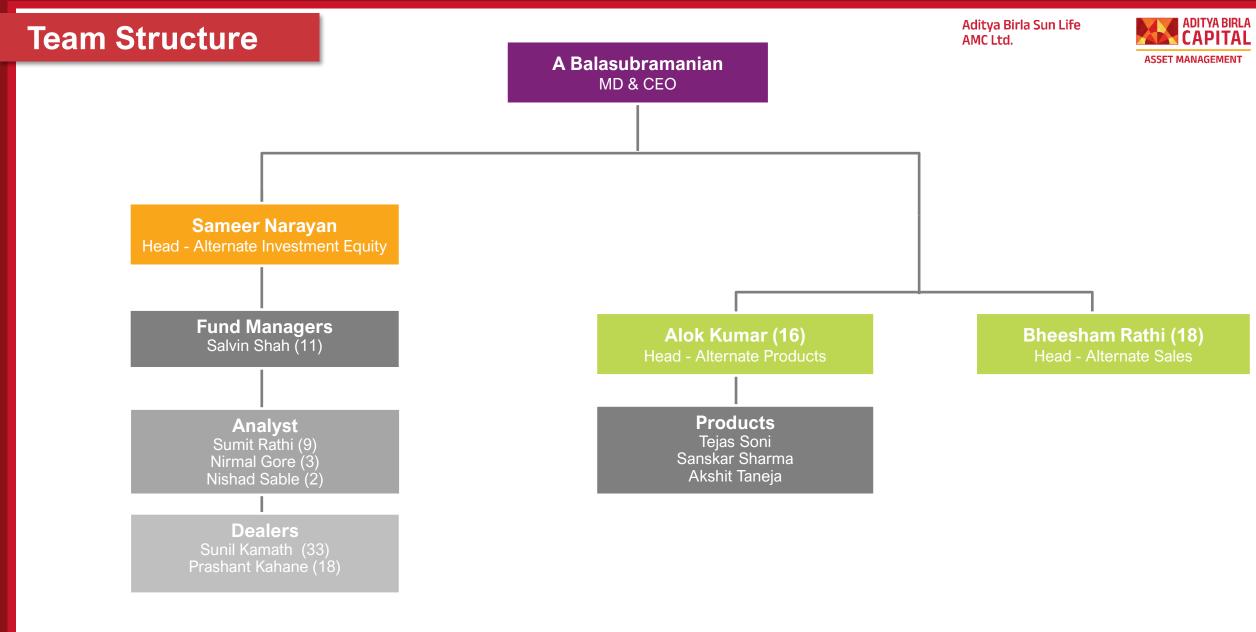
Returns (%)	Absolute			CAGR					
	1 month	3 month	6 month	1 year	2 year	3 year	5 year	10 year	Since Inception (31/10/2022)
India Equity Services Fund (Class-A1)	-8.9%	-15.2%	-22.1%	-9.7%	13.7%	-	-	-	7.4%
Nifty India Service Sector Index	-7.6%	-11.9%	-15.1%	-1.3%	16.4%	-	-	-	10.6%
Outperformance	-1.3%	-3.3%	-6.9%	-8.5%	-2.7%				-3.2%

As on February 28, 2025

Disclaimer: Past performance of any product does not indicate its future performance. The returns of investment approaches are calculated using TWRR method and considers all inflows and outflows and market value of entire portfolio for computation of performance. It is calculated net of all expenses and fee. Investment approach level performance reported above is not verified by SEBI.



Alternate Business - Team Structure

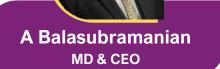


Figures in bracket is No of years of relevant work experience

Leadership Team

Aditya Birla Sun Life AMC Ltd.





- Has over 29 years' experience in the Mutual Fund Industry and has been with ABSLAMC since inception.
- Previously worked with GIC Mutual Fund. Currently, he is on the Board of Governors of SEBI established National Institute of Securities Markets (NISM).
- Qualification: Diploma in Financial Management, AMP from IIM, Bangalore, MBA from GlobalNxt University, Malaysia, Advanced Management Programme from Harvard University.



- A dynamic investment professional with 16+ years of rich experience in capital market, building investment product roadmaps & wealth proposition, Investment Advisory and championing New Initiatives in the Financial Sector
- Prior to joining ABSLAMC, he was heading Alternate & Structured Products and Investment Processes at DBS Bank India Limited
- Has also set up the India's first dedicated Retirement Solutions entity under Principal Financial Group
- Developed India Venture Board as a marketplace to facilitate Venture Capital/Private Equity deals in India and SME Exchange as part of National Stock Exchange
- Qualification: MBA from Narsee Monjee Institute of Management Studies, Mumbai and B.E. degree with specialization in Electrical Engineering



- An accomplished professional with 18+ years of extensive experience in sales and distribution of Mutual funds, advising corporates treasuries, Family offices, retiral funds, and trusts.
- His career spans across various geographies, showcasing his versatility & adaptability in the financial services industry. Before joining ABSLAMC, Mr. Rathi played a pivotal role at Man Financial Securities in promoting their commodity and forex trading platform of international exchanges in the Southern part of India.
- He holds a masters degree in International Business from KJ Somaiya Institute of Management Studies and Research





Investment Team

- Has 27+ years of experience in Indian Equity markets with significant alpha generation track record over longer time periods.
- Prior to joining ABSLAMC, he was Head PMS at Invesco Asset Management (India) Pvt Ltd. Managed segregated mandates across both growth (Caterpillar) & value (RISE & DAWN) strategies.
- Has also set up the Adani Family Office in Sep 2011. Began his buy-side career with BNP Paribas Asset Mgmt in 2006 where he advised offshore mandates.
- Has varied sell-side experience through his stints at SSKI, Enam Securities & Motilal Oswal.
- Qualification: Master in Management Studies (MMS) from Narsee Monjee Institute of Management Studies, Mumbai and B.E. degree with specialization in Production Engineering.



- Has 11+ years in Portfolio Management and Equity Research, Salvin has extensive experience in managing Indian Equities. His endeavor is to maximize returns for the investors while keeping an eye on portfolio risk. He has been successful at identifying themes and stocks at a very early stage which has resulted in multi-bagger returns for the investors.
- Prior to joining ABSLAMC, he worked with Sanctum Wealth Management as Co-fund Manager in their PMS business. Before Sanctum, Salvin was a part of equity research team at Edelweiss Securities and Athena Investment Management.
- Qualification: Member of Institute of Chartered Accountants of India (ICAI) and a commerce graduate from Mumbai University.

Risk Factors & Disclaimers



Risk Factors associated with investments in Equity & Equity related securities:

- Risk arising from the investment objective, investment strategy, asset allocation and quant model risk:
- Market risk, political and geopolitical risk and risk arising from changing business dynamics, which may affect portfolio returns. At times, portfolios of individual clients may be concentrated in certain companies/industries. The performance of the portfolios would depend on the performance of such companies / industries / sectors of the economy.
- The portfolio proposes to invest in equity and equity related securities. Equity and Equity related securities by nature are volatile and prone to price fluctuations on a daily basis due to both macro and micro factors.
- The value of the portfolio will fluctuate as the daily prices of the individual securities in which they invest fluctuate and may be worth more or less than its original cost, at a given point in time.
- In respect of investments in equity and equity-related instruments, there may be risks associated with trading volumes, settlement periods and transfer procedures that may restrict liquidity of investments in equity and equity related securities.
- The value of the portfolio may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or policies of any appropriate authority and other political and economic developments and closure of stock exchanges which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets.
- Within the regulatory limits applicable at any point in time, the Portfolio Manager may choose to invest in unlisted securities that offer attractive yields. Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges or offer other exit options to the investor, including a put option. This may however increase the risk of the portfolio. The liquidity and valuation of the portfolio's investments due to their holdings of unlisted securities may be affected if they have to be sold prior to their target date of disinvestments
- Investment made in unlisted equity or equity-related securities may only be realizable upon listing of these securities. Settlement problems could cause the portfolio to miss certain investment opportunities.
- Investors may note that Portfolio Manager's investment decisions may not always be profitable, as actual market movements may be at variance with anticipated trends.
- Though the constituent stocks of most indices are typically liquid, liquidity differs across stocks. Due to the heterogeneity in liquidity in the capital market segment, trades on this segment may not get implemented instantly.
- The portfolio may have higher concentration towards a particular stock or sector, at a given point in time. Any change in government policy or any other adverse development with respect to such a stock or the sector, may adversely affect the value of the portfolio.
- · The Portfolio Manager does not intend to invest in foreign securities.
- The Portfolio Manager does not intend to engage in short selling or stock lending.
- The portfolio also proposes to invest in derivative instruments. However, the portfolio manager does not intend to write options. The Portfolio manager intends to use exchange
 traded derivatives as a hedging tool & does not intend to take any naked positions. Nevertheless, trading in derivatives market has risks and issues concerning the use of derivatives
 that investor should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and
 bonds.

Risk Factors & Disclaimers

Aditya Birla Sun Life AMC Ltd.



- Derivative products are leveraged instruments and can provide disproportionate gains as well as disproportionate losses to the investor. Even a small price movement in the underlying security could have a large impact
 on their value. Execution of such strategies depends upon the ability of the Portfolio Manager to identify such opportunities. Identification and execution of such strategies to be persuaded by the Portfolio Manager
 involve uncertainty and decision of the Portfolio Manager may not always be profitable. No assurance can be given that the Portfolio Manager shall be able to identify or execute such strategies.
- The risks associated with the use of derivatives are different from or possibly greater than, the risk associated with investing directly in securities and other traditional investments. As and when the product trades in the derivatives market there are risk factors and issues concerning the use of derivatives that investors should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds. The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself.
- Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the "counter party") to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mispricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices. Thus, derivatives are highly leveraged instruments. Even a small price movement in the underlying security could have a large impact on their value.
- The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself. Derivatives require the maintenance of adequate controls to monitor transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is a possibility that loss may be sustained by the portfolio as a result of the failure of another party (usually referred as the "counter party") to comply with the terms of the derivatives contract. Derivative trades involve execution risks, whereby the rates seen on the screen may not be the rate at which ultimate execution takes place. The options buyer's risk is limited to the premium paid, while the risk of an options writer is unlimited. However, the gains of an options writer are limited to the premiums earned. The writer of a put option bears the risk of loss if the value of the underlying asset declines below the exercise price. Investments in index futures face the same risk as the investments in a portfolio of shares representing an index. The extent of loss is the same as in the underlying stocks. Risk of loss in trading futures contracts can be substantial, because of the low margin deposits required, the extremely high degree of leverage involved in futures pricing and potential high volatility of the futures markets.
- The derivatives market in India is nascent and does not have the volumes that may be seen in other developed markets, which may result in volatility in the values. The Portfolio Manager may, from time to time, invest any un-deployed funds in Liquid Portfolio of PMS or in money market instruments. Though the portfolio of liquid funds comprises of short-term deposits, government securities and money market instruments, they cannot be considered as totally risk free. This is because liquidity patterns and short term interest rates of the government change, sometimes on a daily basis, thereby making the fund susceptible. Liquid Portfolio returns are not guaranteed and it entirely depends on market movements.
- Disclaimer: The views expressed above are the views of the Portfolio Managers of the portfolio. They should not be construed as investment advice.
- Investments in securities are subject to market risks and there can be no assurance or guarantee that the objectives of the Product will be achieved. Past performance may or may not be sustained in future.
- Regulatory Disclosure: All investors have the option to invest directly with ABSLAMC-Portfolio Manager

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