

# Global Compounders (GCP) - Kristal

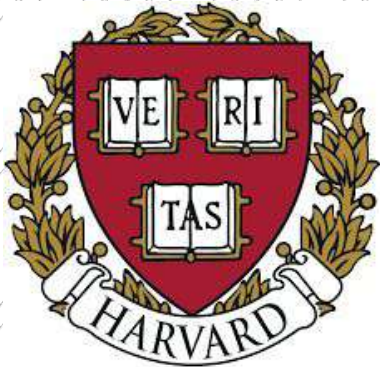
An investment strategy for  
The United States public equities



*Note: The stocks described/spoken about in the presentation/webinar do form the part of our Marcellus' portfolio so we as Marcellus, our clients and our immediate relatives do have interest and stakes in the described stocks*

*This circulation is not intended for US Clients*

For affluent Indians, at least a third of their 'liabilities' are effectively in \$ (USD) and growing ...



STANFORD  
UNIVERSITY



Kellogg's



NETFLIX

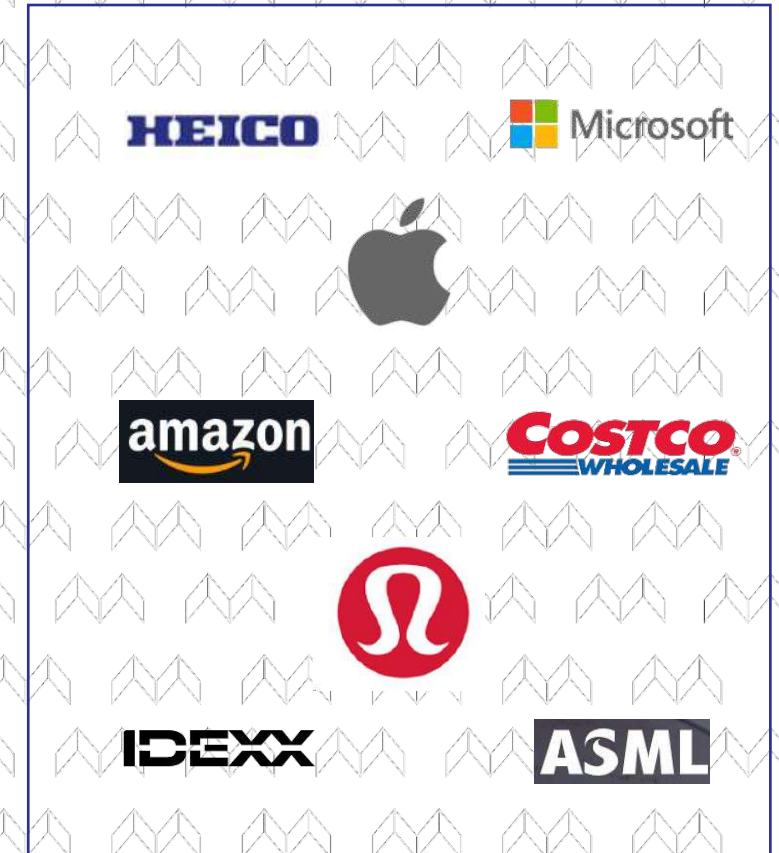
Coca-Cola

WARNER BROS.

Disclaimer: The above depicted logos are intellectual properties of our respective investee companies and we do not intend to or claim ownership or right over the logos.

... To offset, build 'assets' in USD by investing in the enduring strength of  US stock market for long term....

	TSR (30Y)	TSR (20Y)	TSR (10Y)	Rank (30Y)	Rank (20Y)	Rank (10Y)
<b>US</b>	<b>10.0%</b>	<b>9.9%</b>	<b>12.8%</b>	<b>1</b>	<b>3</b>	<b>1</b>
Australia	8.9%	10.2%	6.0%	3	2	5
Canada	8.0%	8.2%	5.4%	4	5	7
Taiwan	7.3%	9.8%	10.9%	5	4	3
Brazil <sup>^</sup>	6.6%	7.9%	1.1%	6	6	10
China	5.1%	6.9%	4.7%	7	9	8
Europe <sup>*</sup>	5.0%	7.5%	5.9%	8	8	6
Korea	4.5%	7.6%	3.0%	9	7	9
Japan	1.8%	6.6%	7.1%	10	10	4

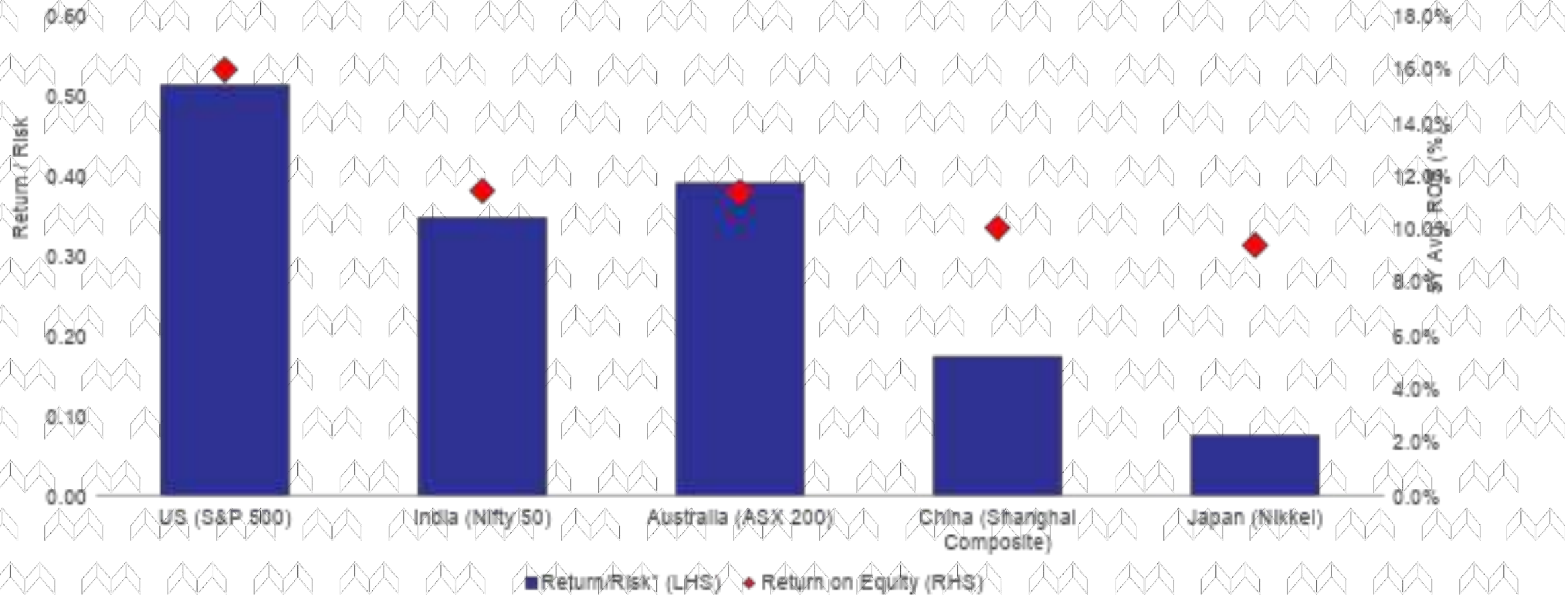


Source: Marcellus Investment Managers; Bloomberg LP

Note: 20-Year and 10-Year TSR in USD terms calculated period ending Aug '2023, \*Europe 30-Year return calculated from 1<sup>st</sup> Jan 1999 when Euro was adopted; ^Brazil 30-Year return calculated from 1<sup>st</sup> July 1994 when Real was adopted;

Disclaimer: The above depicted logos are intellectual properties of our respective investee companies and we do not intend to or claim ownership or right over the logos.

# ... Optimal risk-adjusted returns and strong Return on Equity (RoE) which REDUCE dependence on Market Timing



Source: Bloomberg LP;

Note: Risk is calculated as annualized standard deviation of daily returns over a 30-year period; In India, there is no exact equivalent to the S&P 500, but the Nifty 50 is a similar index that is often used as a benchmark for the Indian stock market. The Nifty 50 is an index of 50 large-cap stocks traded on the National Stock Exchange of India (NSE);

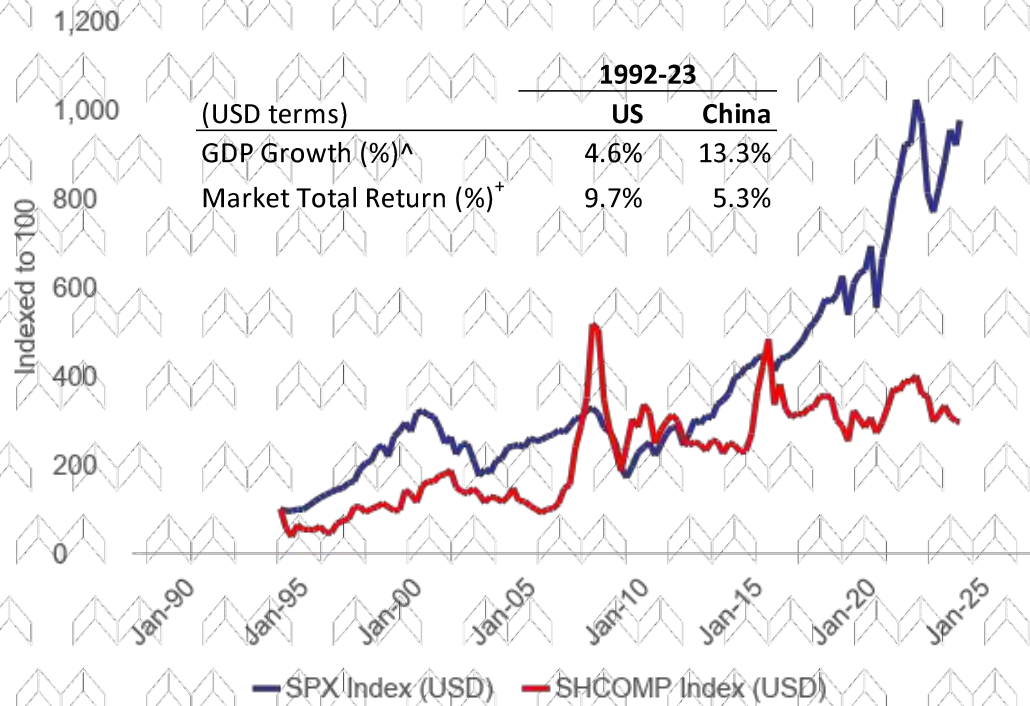
# High return promises (hypes) of major countries (ex-US) are often short-lived. US is a 'must-own staple' in every investor's portfolio



High GDP growth DOES NOT ensure high stock market returns

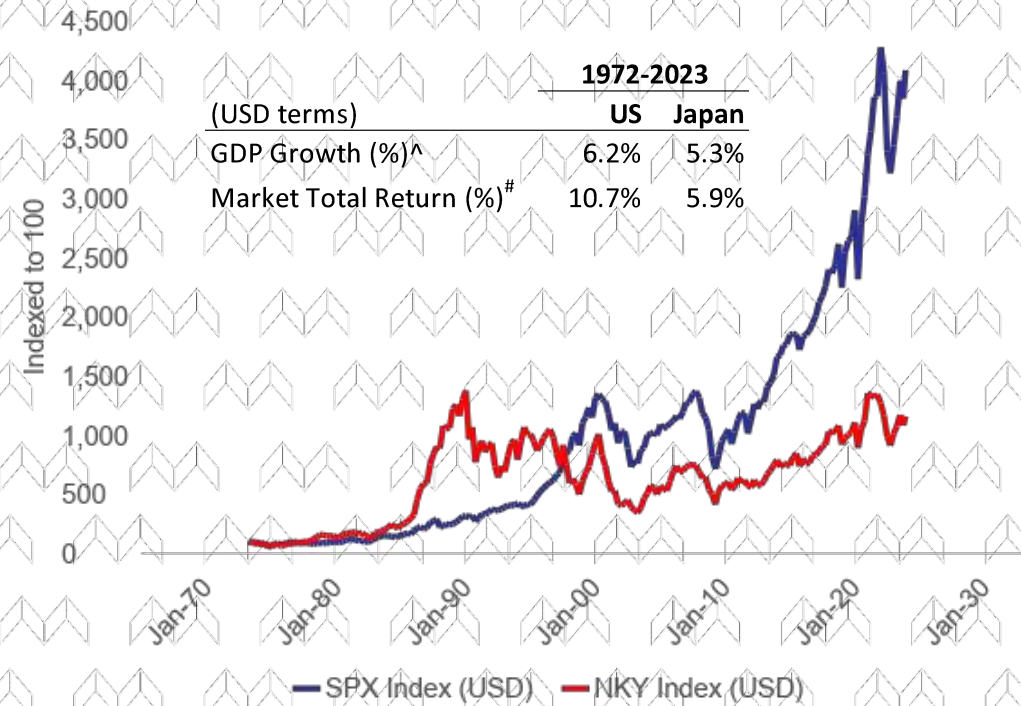
China (Shanghai Composite)

S&P 500 vs. Shanghai Composite (USD terms)\*



Japan (Nikkei)

S&P 500 vs. Nikkei (USD terms)\*



“Never bet against America” – Warren Buffet

Source: Bloomberg LP; Note: \*Charts are based on index value in USD terms; <sup>^</sup>GDP growth rate calculated using 2022 GDP figures; <sup>#</sup>Nikkei TSR is calculated for 50-year period ending Oct'23, <sup>+</sup>Shanghai Composite TSR is calculated for 30-year period ending Oct'23

# ACTIVE investing CAN DO EVEN BETTER: But at-least three challenges exist for Indian households



**For Indians & NRIs investing into US markets is not easy**

High quality funds need > \$1 million in minimum investment amount

Investing directly through funds from mainland India attracts high tax rates

Successful US fund managers are not accessible to Indians & NRIs



**Missing out on “significant wealth creation” through low-risk compounding**

Lack of diversification

Assets and Liabilities  
Currency Mismatch

# Marcellus offers a solution – Global Compounders – Kristal (GCP)



**Marcellus' GCP  
is the solution to  
get access to  
world's  
high quality  
compounders**

● **Highly  
Accomplished  
Team**

● **Simple Yet  
Effective  
Process**

● **Solid Track  
Record**

**High Class Global  
Equities  
Investment  
Product –  
Made In India**

# Highly accomplished team of six dedicated analysts



**Arindam Mandal**

- Global Equities at Principal Global Investors (PGI), New York
- MBA from Duke University. Highest Honors in Finance
- Engineering Leader at Oracle



**Jaibir Singh Sethi**

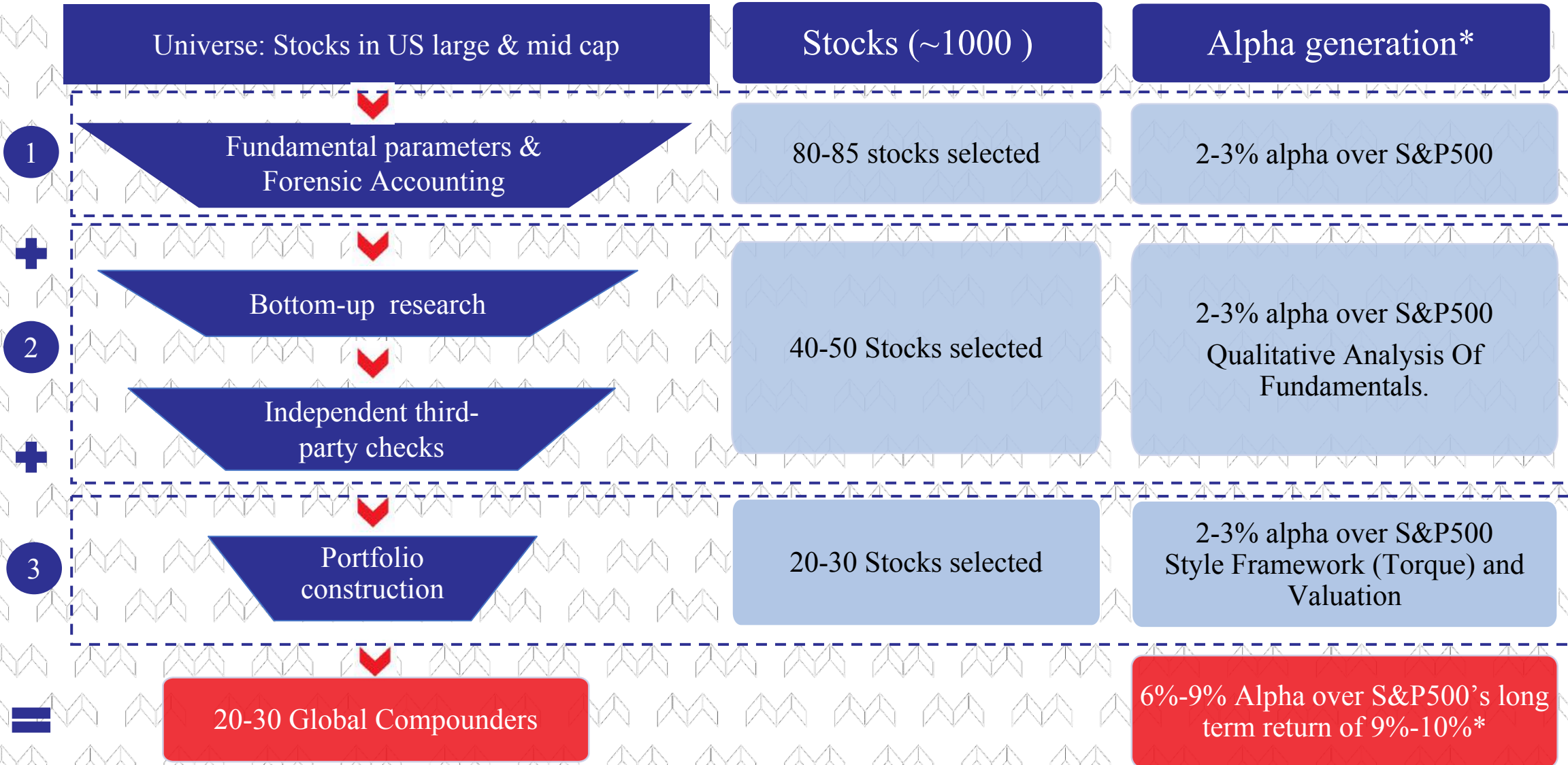
- Principal and Head of Research, Public Markets at Premji Invest
- Investment Analyst at CLSA, Noble Group and Clear Capital
- Post-graduate Diploma in Management from the IIM Bangalore



*Disclaimer: The above depicted logos are intellectual properties of our respective investee companies and we do not intend to or claim ownership or right over the logos.*



# Simple yet effective investment process



*Note: The fund manager maintains discretion on stock inclusion in the portfolio. In case, a stock does not clear the above filters, the fund manager must record and present to the Investment committee for approval with the reasons for such inclusion; Any forward-looking statements contained in this document speak only as of the date on which they are made. Further, past performance is not indicative of future results. \*Based on back-test results from 31<sup>st</sup> May 2015 to 30<sup>th</sup> Sep 2022. The results are gross of transaction cost, tax and brokerage expenses*

# GCP companies – Solid Moat + Longevity



R&D Strength

Operational Excellence

Capital Allocation

Pick & Shovel

**ASML**



**HEICO**

Utility

INTUITIVE



**BERKSHIRE HATHAWAY INC.**

Consumption

**IDEXX**



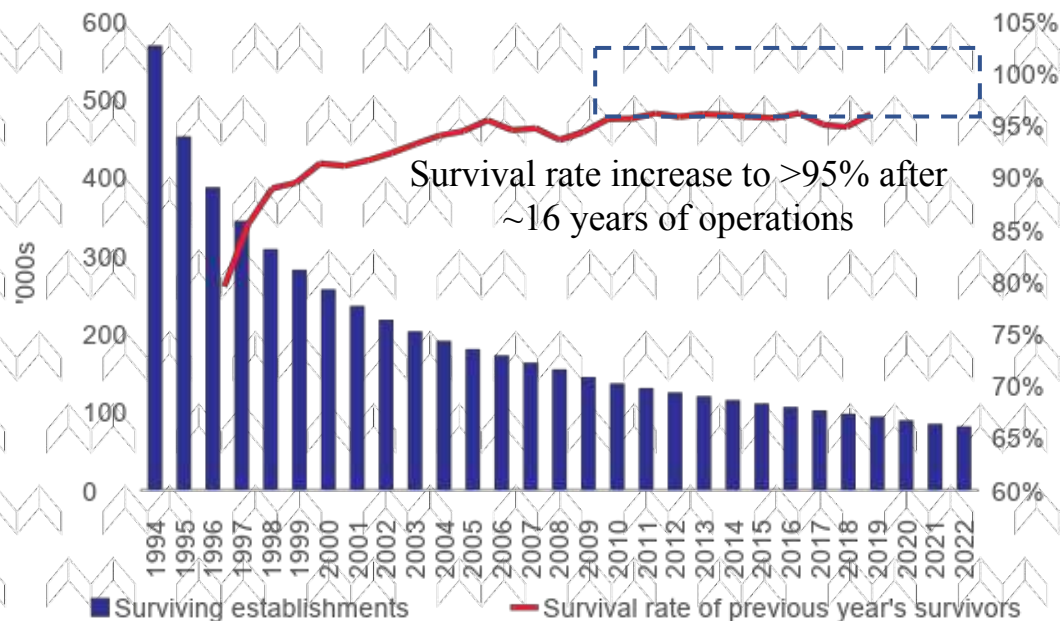
**COSTCO**  
WHOLESALE

*Source: Marcellus Investment Managers, Company website; The above depicted logos are intellectual properties of our respective investee companies and we do not intend to or claim ownership or right over the logos.*

# GCP characteristics: Beyond Tech, High Longevity and Aligned Management



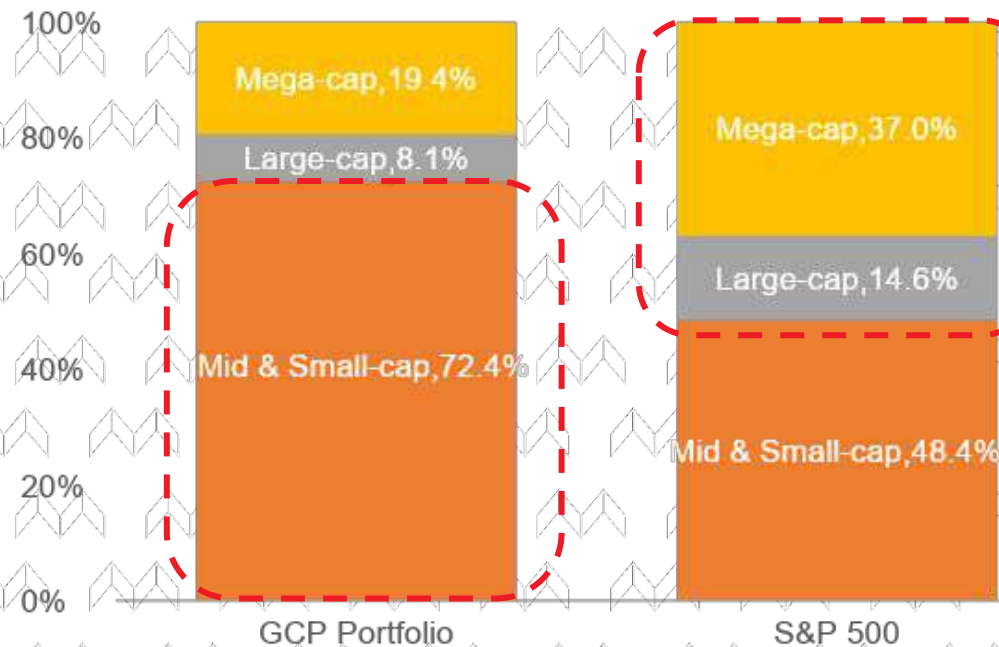
On average 60+ years of existence  
30+ years of greatness



Source: Bureau of Labor Statistics

- Oldest Company in GCP Portfolio 180+ years
- Youngest Company in GCP Portfolio 25+ years
- Majority of GCP type companies have significantly higher longevity than average S&P 500 company
- GCP Companies have Staples/Utility Characteristics

Allocation by market capitalization (USD bn)



Source: Bloomberg LP; Market capitalization taken as of 6<sup>th</sup> May 2023

- Aligned Management: GCP companies' mgmt. teams heavily incentivised through stocks
- Sector Exposure: Tech 15-25% though cycle
- Market Cap: Unconstrained. Concentration in High Quality midcaps leaves long growth runway

# Simple yet effective investment process – Outcome



	FY16	FY17	FY18	FY19	FY20	FY21	FY22	Average
<b>GCP [all figures for GCP utilities are on a simple average basis*]</b>								
ROIC	17%	18%	19%	19%	19%	20%	19%	19%
5-year FCFF/share CAGR	15%	17%	20%	20%	25%	21%	14%	19%
5-year EPS CAGR	16%	17%	17%	18%	17%	19%	19%	17%
<b>S&amp;P 500</b>								
Average ROIC	10%	10%	11%	13%	12%	10%	13%	11%
5-year FCFF/share CAGR	4%	4%	6%	7%	7%	11%	9%	7%
5-year EPS CAGR	4%	4%	8%	6%	4%	11%	12%	7%

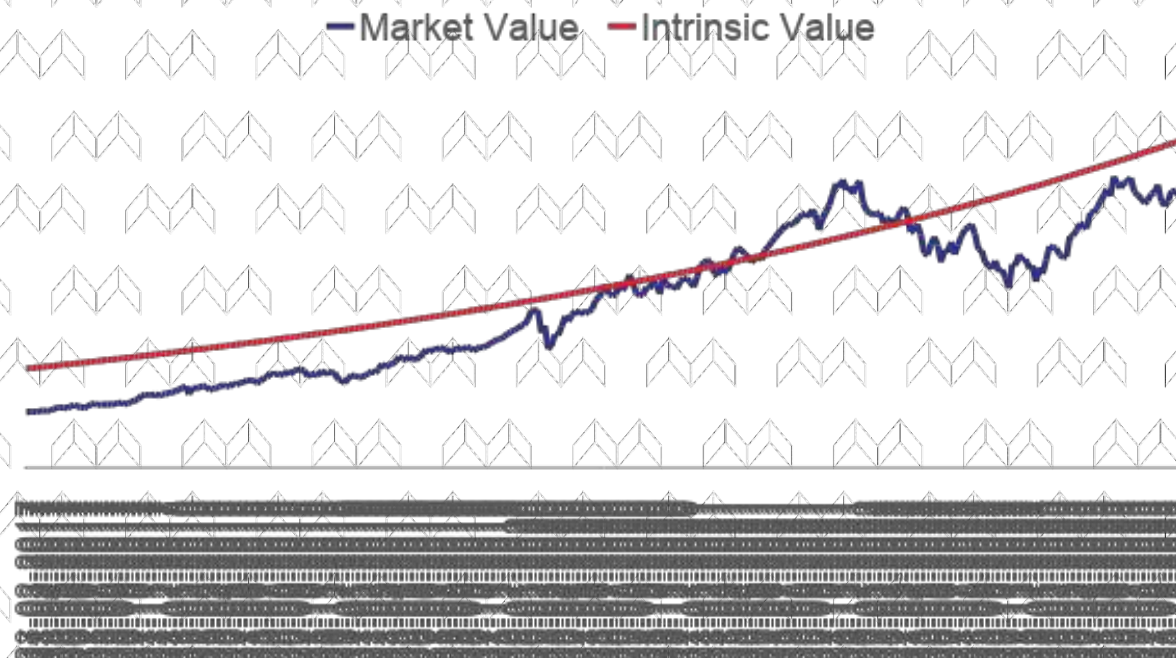
Source: Marcellus Investment Managers; Bloomberg LP: \*Portfolio level numbers (ROIC) are average of portfolio constituents as of 30th Nov'23. EPS and FCFF/share CAGR for S&P are computed at index level. S&P 500 ROIC is simple average of the universe. EPS CAGR excludes DHR, AMZN and BRK/B, excludes SPGI in 2019. FCFF/share CAGR excludes DHR, and BRK/B, excludes URI in 2016-19, excludes AMZN in 2021,22 and ODFL in 2017.

# TORQUE: Proprietary framework to benefit from extreme dislocations



Market perception of businesses is volatile

- The actual intrinsic value of quality companies changes at a relatively predictable rate.
- However, market perception of fair value goes through extremes every now and then.
- Torque attempts to benefit from these extreme changes in perception.

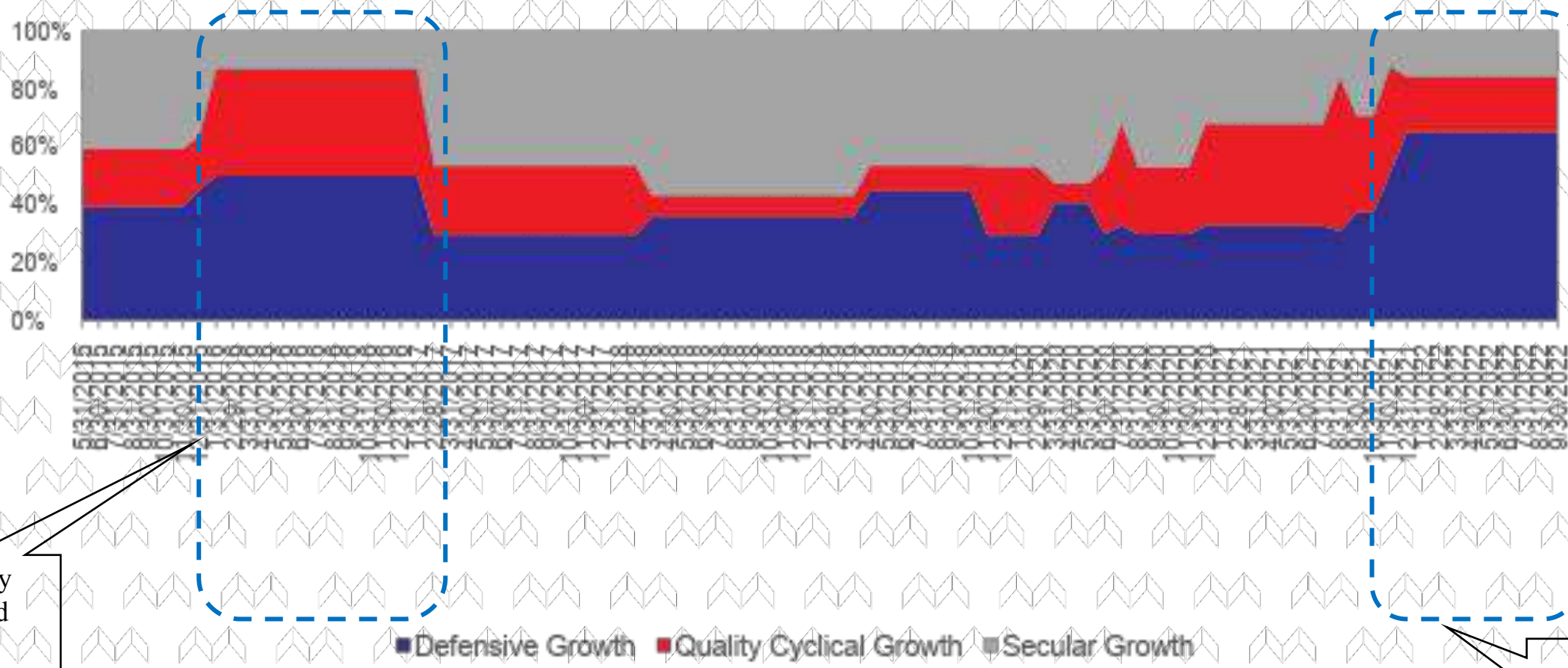


Source: Marcellus Investment Managers, Bloomberg LP

# TORQUE framework impact on portfolio allocation



Torque driven by two sets of factors – Macro economic factors (housing etc.) and Style based factors (momentum, value etc.)



Extremely depressed cyclical valuations

Extreme growth euphoria

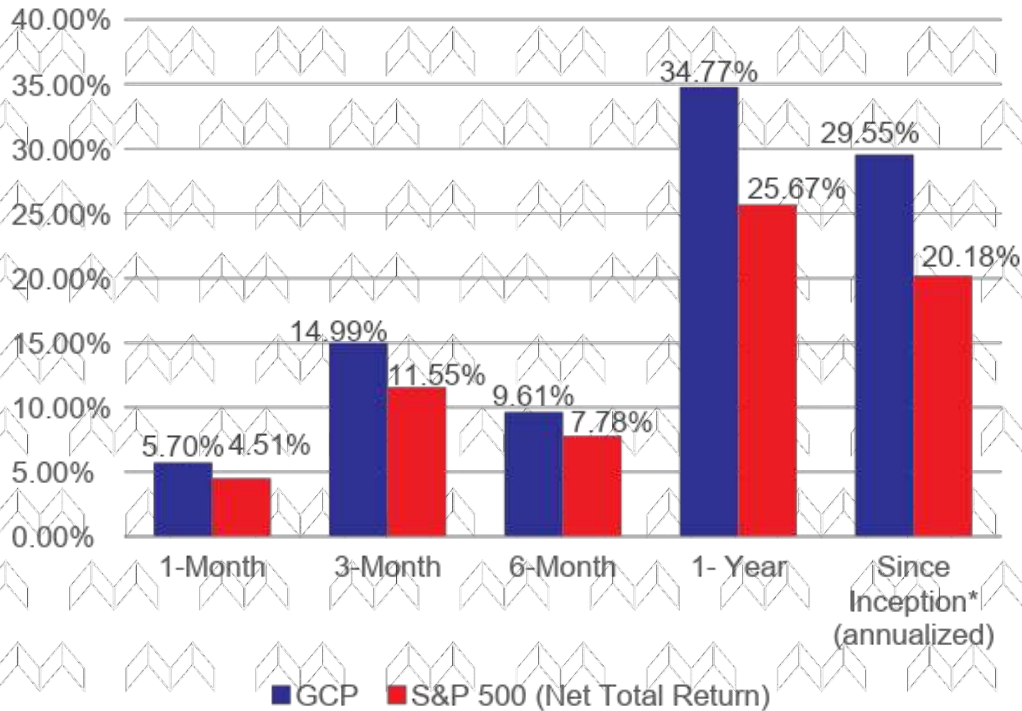
Source: Marcellus Investment Managers

# Kristal GCP Portfolio (US Only) is a sister portfolio of Marcellus' GCP PMS

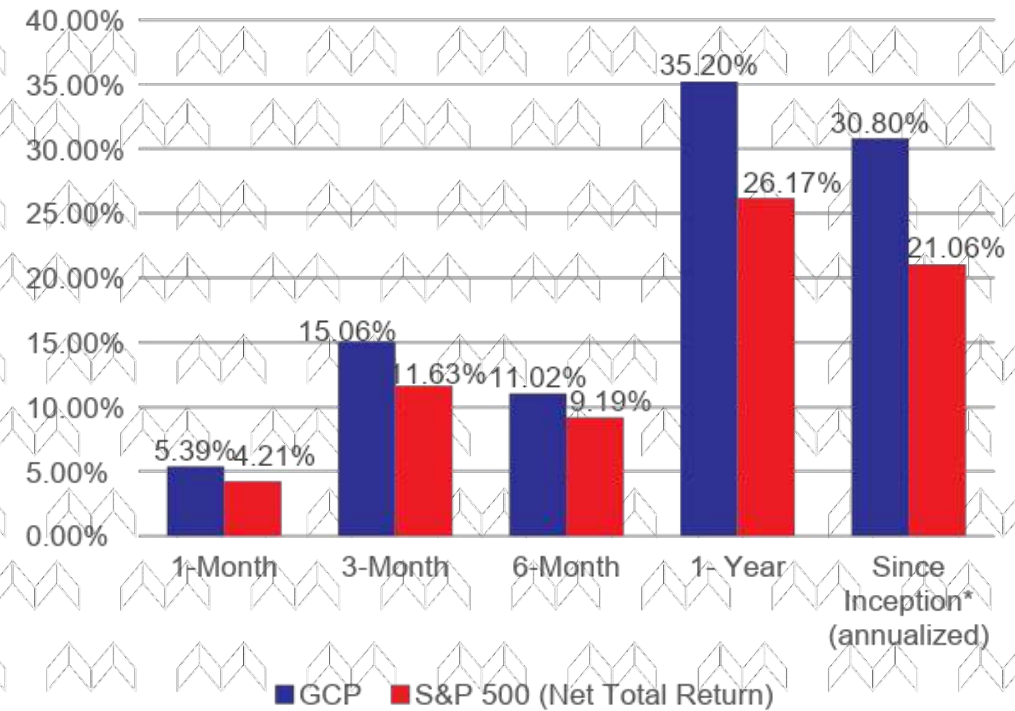
## Marcellus GCP PMS - Live Performance



USD denominated returns



INR denominated returns



Source: Marcellus performance data is shown gross of taxes and net of fees & expenses charged till 31<sup>st</sup> December 2023 on client account. Time period returns are absolute.

Source: Marcellus performance data is shown gross of taxes and net of fees & expenses charged till 31<sup>st</sup> December 2023 on client account. Time period returns are absolute. Marcellus' GCP USD returns are converted into INR using USD:INR exchange rate from NSE

Note: \* Since Inception performance calculated from 31<sup>st</sup> Oct 2022. The inception date is 31<sup>st</sup> October 2022, being the next business day after the account got funded on 28<sup>th</sup> October 2022. S&P 500 net total return is calculated by considering both capital appreciation and dividend payouts.

# CASE STUDY: HEICO [MKT CAP \$21 BN]

- “I remind you that I think, and upper Management feels, that HEICO is really a vehicle for generating strong cash flow. The methodology that we use are in two groups: Aviation and Electronic Technologies, where we get very, very strong margins on products which are protected mainly from excessive competition. - Q4 2016 Earnings Call’ — Larry Mendelson – CEO, HEICO
- Component / parts supplier for Airlines, Aerospace companies, and defense contractors. Established monopoly for certain defense components; 60% market share in aerospace generic spare parts.
- Growth drivers:
  - a. Moats built predominantly around regulatory (FAA) hurdles and solid customer relationships.** Takes years to develop and get parts approved. Even harder to achieve scale. Heico nailed it with 60% + market share in generic equivalent spare parts (PMA).
  - b. House of Entrepreneurs:** 80+ M&As over last 30 years. It is an acquirer of choice. Uniquely designed acquisition framework in a decentralized set up is hard to replicate.
  - c. Focused R&D investments:** Long lasting customer relationships help understand the needs. Heico’s absolute R&D spend is hard to match for smaller players – fortifying Heico’s lead even further.
  - d. Significant Growth Runway:** In Aerospace side, penetration of generic parts is ~4%, implying massive “organic” growth opportunity ahead. In Defense side, inorganic opportunities are plenty as Heico is likely 3-4% of the addressable market.

**NOTE: Heico is a part of the Marcellus’ GCP Portfolio thus our clients, employees and their immediate relatives may have interest in the said stocks.**

Growth over years	Revenue Growth			Cash Flow (CFO) Growth		
	2003-12	2003-18	2012-22	2003-12	2003-18	2012-22
Boeing (BA)	5.5%	4.7%	-2.0%	7.6%	10%	-7.3%
Southwest (LUV)	12.5%	9.1%	3.4%	5.0%	9.0%	6.3%
Heico (HEI)	19.8%	16.6%	9.4%	19.5%	17.9%	12.9%

	2003-12	2003-18	2013-22
Air Traffic Growth	6.20%	6.50%	**

\*2022 - No Data Yet

Results impacted from covid

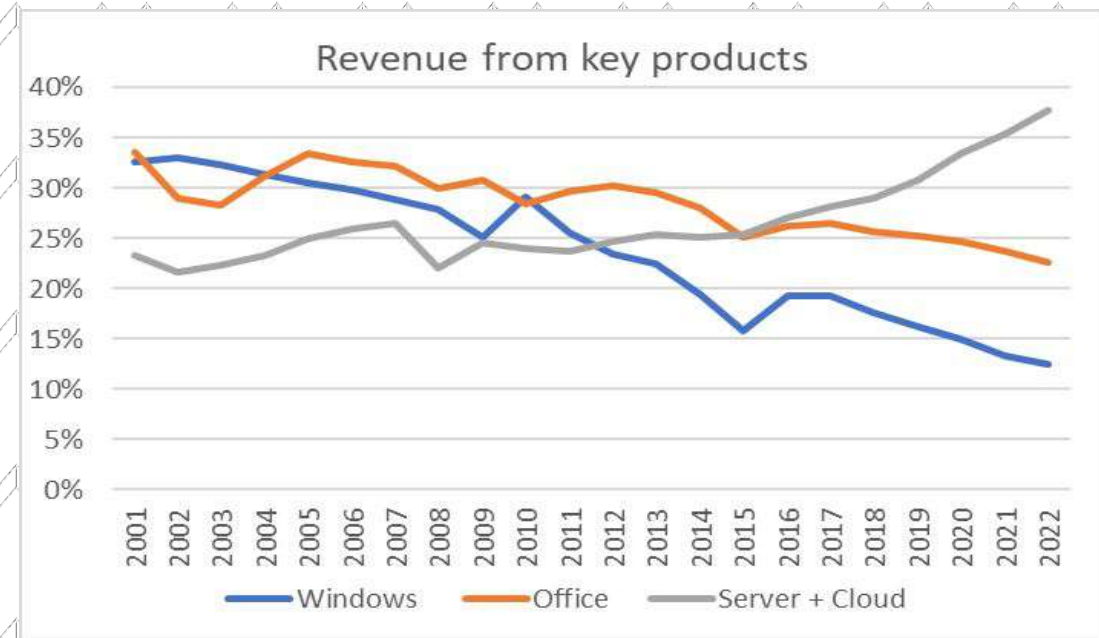
HEICO	2003-12	2012-18	2012-22
Revenue Growth	19.8%	16.6%	9.4%
FCF Growth	20%	15%	13.5%
EPS Growth	23%	20%	14.7%
FCF on Tangible Capital	30%	39%	41%

Source: Company filings and reports; ROIC.ai; FCF = Operating cash flow less Capex  
 Disclaimer: The mentioned security is for illustration/information purpose only and not recommendatory.



# CASE STUDY: MICROSOFT [MKT CAP \$2.7 TN]

- Microsoft has evolved from a Windows/Office business into a strong enterprise tech player with nearly half the revenue coming from cloud and another 15% from servers, enterprise services.
  - It is also a rare tech company that recovered from over a decade of lethargy following a change in management. As a result, over the past eight years, Microsoft has seen its culture become more growth oriented and uniquely collaborative among tech majors.
  - This cultural shift helped deliver on the cloud opportunity and build non-cloud growth levers (LinkedIn, gaming). Microsoft leveraged its enterprise tech legacy to emerge as a strong no 2 in the public cloud market with margins higher than the leader (AWS).
  - Microsoft also enjoys network benefits in the non-cloud business (Windows, server, gaming, LinkedIn, GitHub).
  - In our view Cloud business has strong growth runway (23% CAGR ahead), we anchor to 15% revenue/PAT growth and 17% FCF growth.
- NOTE: Microsoft is a part of Marcellus' GCP portfolio thus our clients, employees and their immediate relatives may have interest in the said stocks.**



	1990-2001	2001-14	2014-22
Revenue	32%	10%	11%
Op profit	36%	7%	15%
Op cashflow	42%	7%	13%
FCF	52%	6%	12%
FCF/share	48%	8%	13%

Source: Company Filings; Bloomberg LP; Company filings; FCF = Operating cash flow less Capex;  
 Disclaimer: The mentioned security is for illustration/information purpose only and not recommendatory.

# Disclosures



Note: The above material is neither investment research, nor investment advice. Marcellus Investment Managers Private Limited (“Marcellus”) is regulated by the International Financial Service Centre Authority (Fund Management) Regulations, 2022 (“IFSCA”) as Fund Management Entity – Non retail, rendering Portfolio Management Services. Marcellus is also registered with US Securities and Exchange Commission (“US SEC”) as an Investment Advisor. No content of this publication including the performance related information is verified by IFSCA or US SEC. If any recipient or reader of this material is based outside India or US, please note that Marcellus may not be regulated in such jurisdiction and this material is not a solicitation to use Marcellus’s services. This communication is confidential and privileged and is directed to and for the use of the addressee only. The recipient, if not the addressee, should not use this material if erroneously received, and access and use of this material in any manner by anyone other than the addressee is unauthorized. If you are not the intended recipient, please notify the sender by return email and immediately destroy all copies of this message and any attachments and delete it from your computer system, permanently. No liability whatsoever is assumed by Marcellus as a result of the recipient or any other person relying upon the opinion unless otherwise agreed in writing. The recipient acknowledges that Marcellus may be unable to exercise control or ensure or guarantee the integrity of the text of the material/email message and the text is not warranted as to its completeness and accuracy. The material, names and branding of the investment style do not provide any impression or a claim that these products/strategies achieve the respective objectives. Marcellus and/or its associates, employees, the authors of this material (including their relatives) may have financial interest by way of investments in the companies covered in this material.

This material may contain confidential or proprietary information and user shall take prior written consent from Marcellus before any reproduction in any form.

Data/information used in the preparation of this material is dated and may or may not be relevant any time after the issuance of this material. Marcellus takes no responsibility of updating any data/information in this material from time to time. The recipient of this material is solely responsible for any action taken based on this material. The recipient of this material is urged to read the Disclosure Document/Form ADV, Form CRS and any other documents or disclosures provided to them by Marcellus, as applicable, and is advised to consult their own legal and tax consultants/advisors before making any investment in the portfolio.

All recipients of this material must before dealing and or transacting in any of the products referred to in this material must make their own investigation, seek appropriate professional advice and carefully read the Disclosure Document, Form ADV, Form CRS and any other documents or disclosures provided to them by Marcellus, as applicable. Actual results may differ materially from those suggested in this note due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions globally, inflation, etc. There is no assurance or guarantee that the objectives of the investment strategy/approach will be achieved.

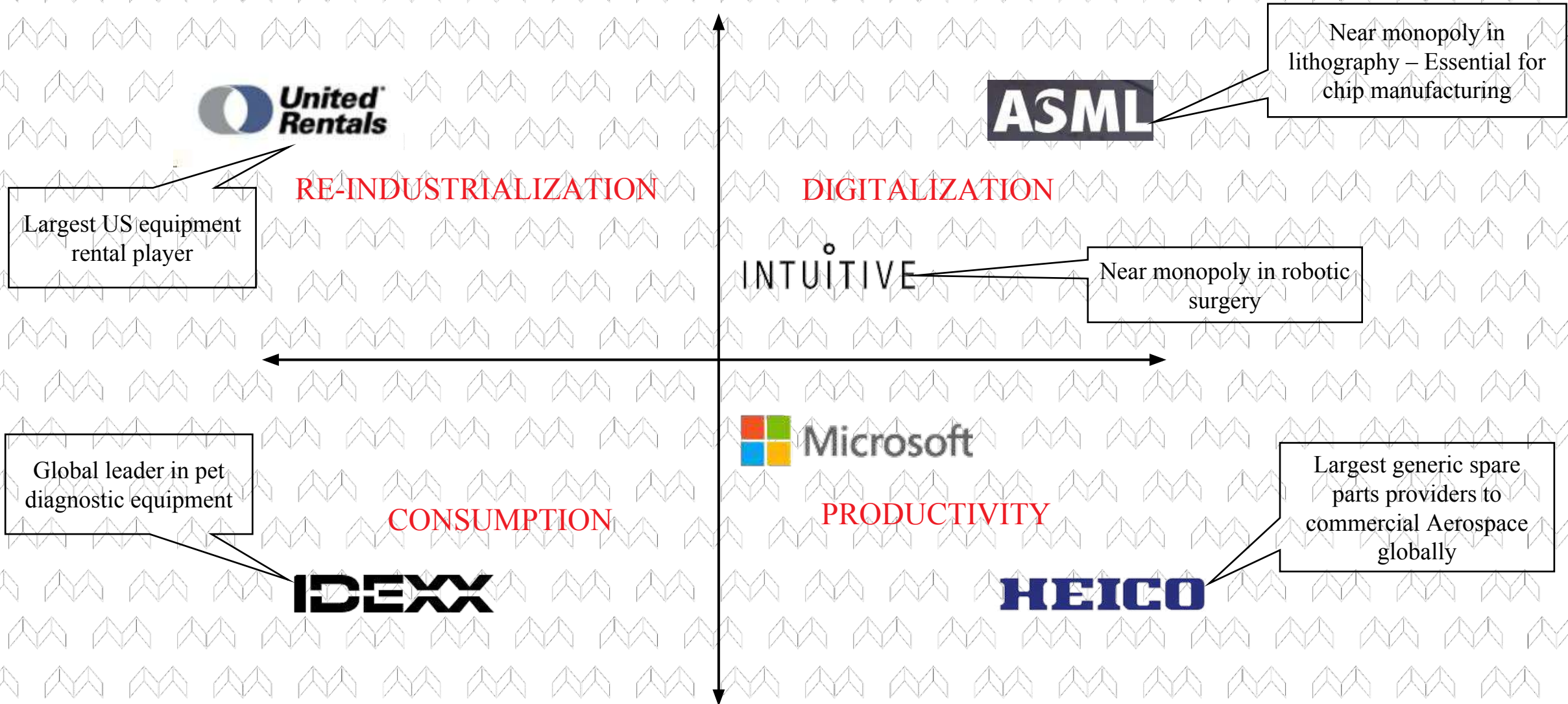
This material may include “forward looking statements”. All forward-looking statements involve risk and uncertainty. Any forward-looking statements contained in this document speak only as of the date on which they are made. Further, past performance is not indicative of future results. Marcellus and any of its directors, officers, employees and any other persons associated with this shall not be liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner whatsoever and shall not be liable for updating the document.



# Appendix

---

# GCP companies play on global megatrends Digitalization, Productivity, Re-industrialization and Consumption



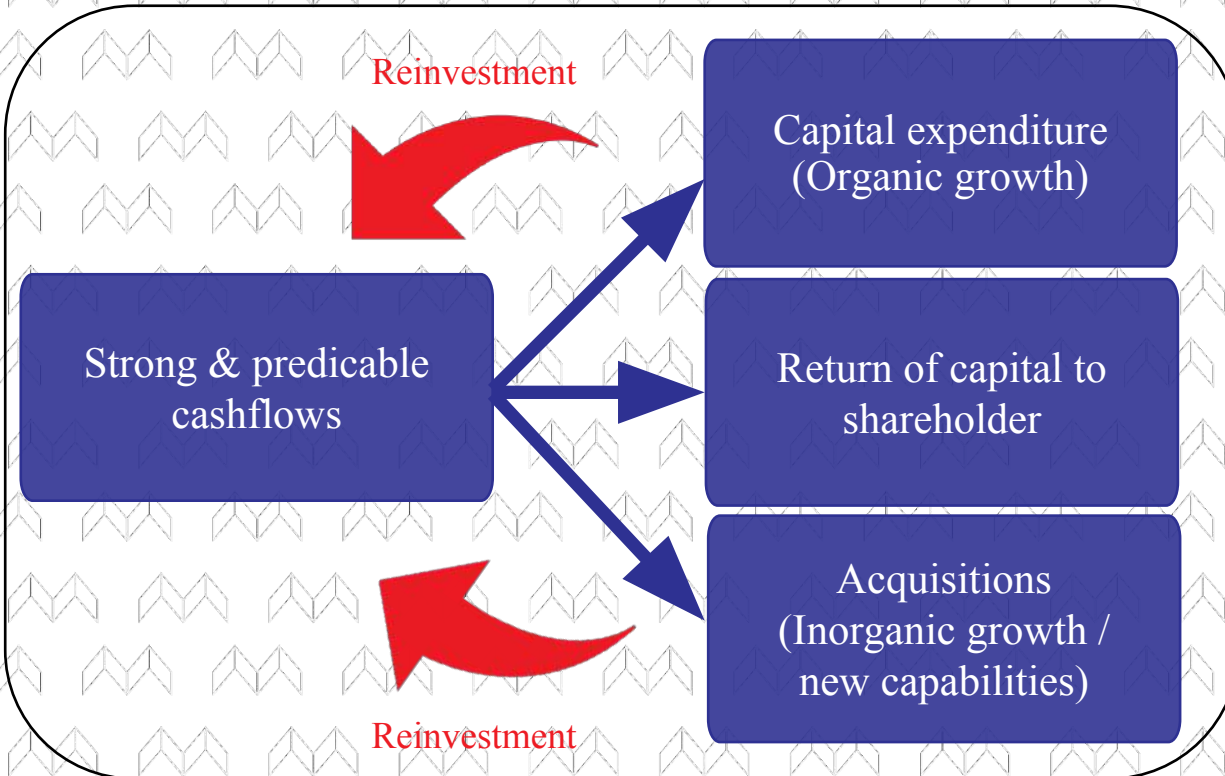
Source: Marcellus Investment Managers, Company website; The above depicted logos are intellectual properties of our respective investee companies and we do not intend to or claim ownership or right over the logos.

# High cash generation leads to virtuous cycle of wealth creation



GCP companies' long-term wealth creation engine through reinvestment and capital return

## Shareholder wealth creation



- Thorough, independent primary data checks help deepen understanding of moats, capital allocation and governance
- Quantitative scoring of qualitative factors as well as potential risk factors
- Complemented by quantification and longevity of growth
- This drives final stock selection for inclusion in the portfolio

Asset Light + Predictable Cashflows + Efficient Capital Allocation = Maximum Value Creation

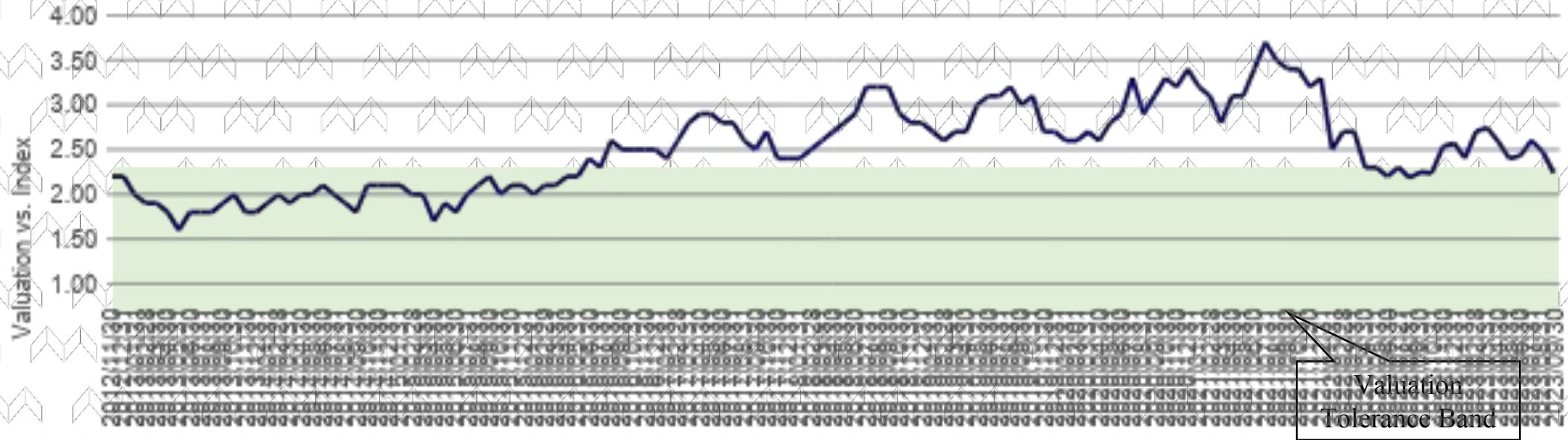
# INR:USD exchange rate



CAGR: -3.3%

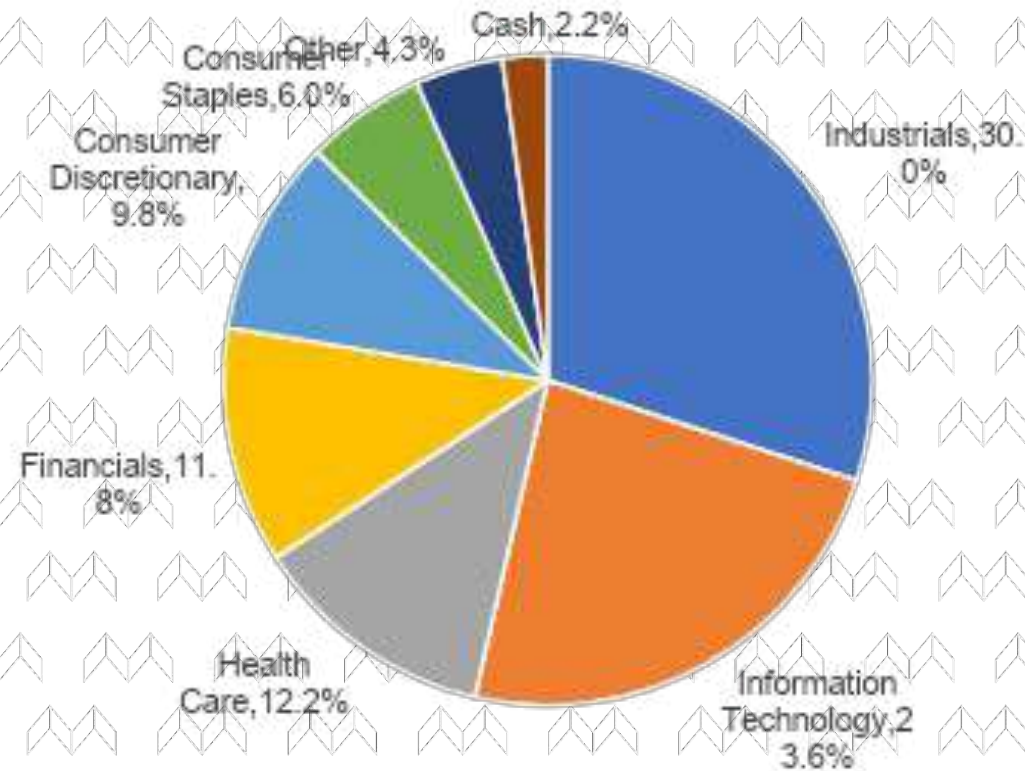
Source: Bloomberg LP

# Valuation Framework



Source: Marcellus Investment Managers

# GCP Kristal - Sectoral allocation



Source: Marcellus Investment Managers