



EDGE Al-Amin Shariah Consumer Fund

Responsible value investing



About EDGE

EDGE



EDGE Bangladesh Mutual Fund

EDGE AMC Growth Fund

EDGE High Quality Income Fund

EDGE Al-Amin Shariah Consumer Fund

Separately Managed Accounts



Investment Research

Macroeconomic Research

Bespoke Research

Deal Advisory

EDGE began with the objective of providing highest quality investment management services with the integrity and capability of international counterparts, but with a local presence.

EDGE Asset Management currently manages three open ended mutual funds and SMAs with a combined AUM of ~US\$14mn. Our clients include both retail and institutional investors. Our 4th fund is set to begin operations in mid July 2022.

EDGE Research & Consulting is the leading equity research provider to international fund managers investing in Bangladesh. The firm also provides a host of advisory and consulting services to both corporates and startups.

Meet The Team

EDGE AMC Ltd.



Ali Imam, CFA

CEO/Director

Past experience: Investment Analyst at IFC, Head of Research at BRAC EPL Stock Brokerage
Credentials: BBA, Dhaka University, CFA Charterholder



Khandakar Safwan Saad, CFA

Chief Investment Officer

Past experience: Former Head of Research at BRAC EPL Stock Brokerage
Credentials: BBA, North South University, CFA Charterholder



S.M. Sedekul Islam

Manager, Finance & Operations

Past experience: Former Sr. Executive (Accounts) at Lakdhanavi Limited, Subsidiary of LTL Holdings Sri Lanka
Credentials: Advanced Diploma in accounting & business, ACCA Affiliate



Mohammed Fuad Zibran

Investment Associate

Past experience: Research Associate and Undergraduate Teaching Assistant at BRACU
Credentials: BBA, BRAC University

EDGE Research & Consulting Ltd.



Asif Khan, CFA

CEO

Past experience: Associate Director, Exotix
Credentials: BBA, North South University, CFA Charterholder



Waseem Khan, CFA

Head of Research

Past experience: Equity Research Analyst at Exotix
Credentials: BBA, IBA, Dhaka University, CFA Charterholder



Mustavi Khan, CFA

Senior Investment Analyst

Past experience: Finalist in Finwitz, Semi Finalist in Blueprints
Credentials: BBA, IBA, Dhaka University, CFA Charterholder



Rahma Mirza

Investment Analyst

Past experience: First runner up in CFA Research Challenge 2019, First Runner up in Optimity 2019
Credentials: BBA, IBA, Dhaka University

Our Journey



2010

We began working together as a team at BRAC EPL Stock Brokerage Limited's Equity Research Team



2012

We discussed the idea of launching an AMC in Bangladesh. After talking to a few investors, we decided to do so at a later date once we had enough capital and connections



2014

Our team rejoined EPL after stints at IFC and Caravel Management LLC. We became the largest recipient of soft dollar payments after discovering the best investment opportunities via thorough research, client interactions and global road shows. We have also maintained longstanding close relations with company management till date



2017

We registered EDGE AMC Limited and applied for asset management license. We also registered EDGE Research and Consulting Limited



2022

We launched the EDGE HQ Income Fund in January 2022. Our application for EDGE Al-Amin Shariah Consumer Fund was accepted by the BSEC



2021

Our application for EDGE HQ Income Fund was accepted by the BSEC. We also applied for EDGE Al-Amin Shariah Consumer Fund



2020

Our AUM increased by 2 times during the pandemic. EDGE Research & Consulting Limited also released a Macro Economic product



2019

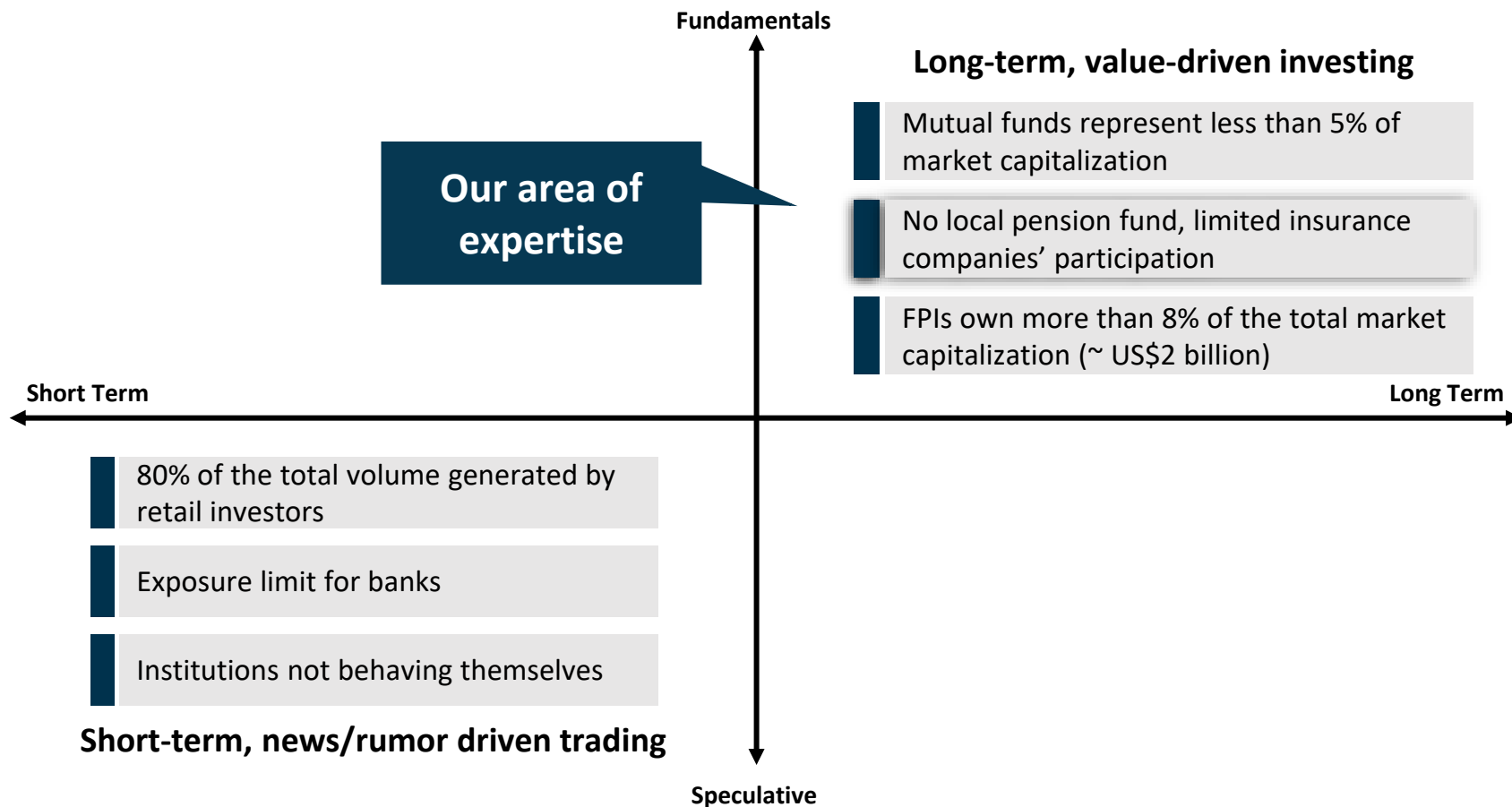
We launched EDGE AMC Growth Fund in September 2019. EDGE Research became the largest equity research provider in Bangladesh



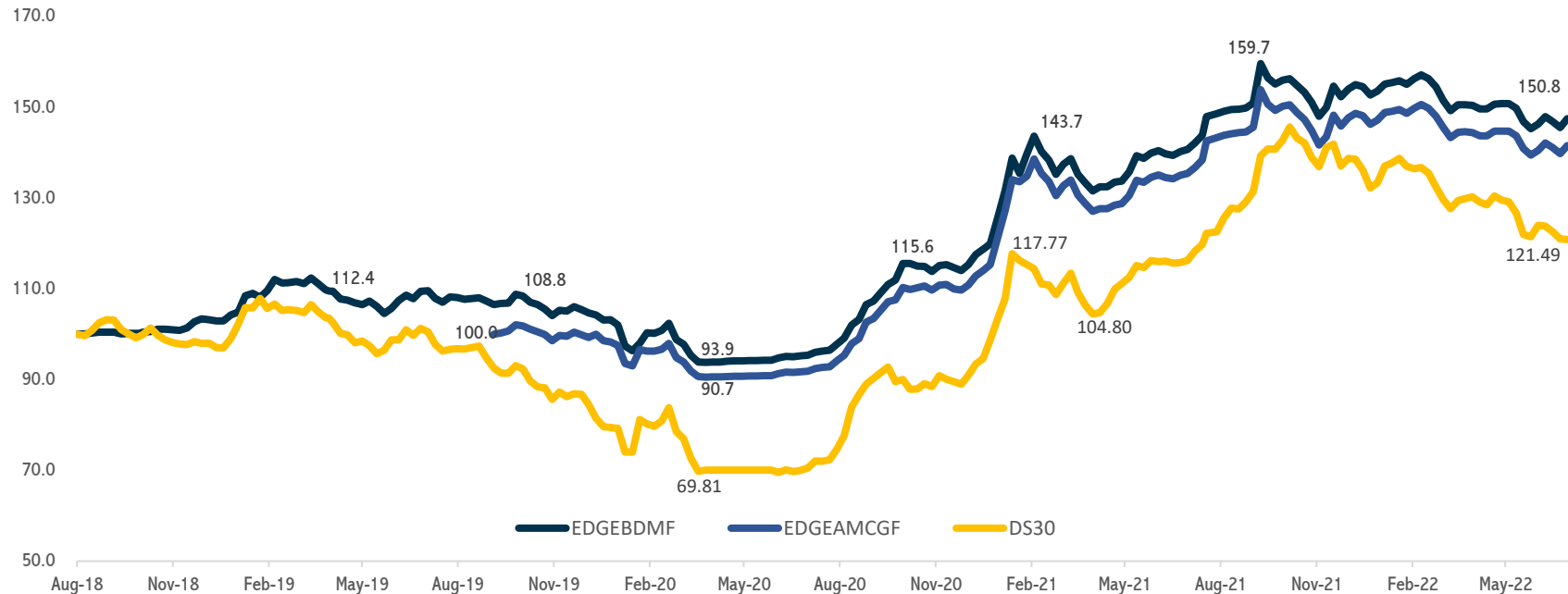
2018

We received AMC License and launched Bangladesh Mutual Fund in August 2018. EDGE Research launched its independent equity research product

How Are We Positioned at EDGE?



Historical Performance of EDGE Mutual Funds vs the Benchmark



**EDGEAMCGF return starts from August 2019. Since DS30 and EDGEAMCGF had similar index values we did not draw separate chart.*

We build and hold high-conviction, concentrated positions for more than 3-year investment horizon. Our portfolios may underperform general index at times in the bull market period since we focus heavily on quality risk-taking to outperform significantly in bear market period. Such strategy aims to deliver competitive returns and/or to outperform respective benchmarks consistently over the span of economic cycle on average on risk-adjusted basis. This is reflected in historical performance of our funds.

Performance - EDGE Bangladesh Mutual Fund

Fund at a glance

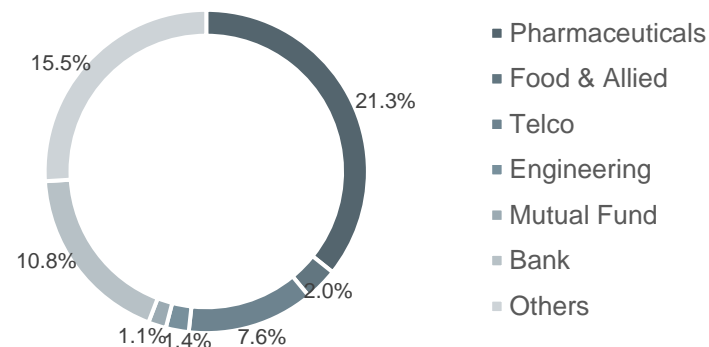
Name of Fund	EDGE Bangladesh Mutual Fund
Inception	July 26, 2018
Portfolio Manager	EDGE AMC Limited
AUM	BDT 328mn
Sharpe Ratio*	0.53
Gain to Pain Ratio*	1.01
Expense Ratio*	3.0%
Maximum Drawdown	8.4%

Annual Return	2018*	2019	2020	2021
EDGE	10.2%	-8.7%	24.9%	21.1%
DS30	-1.0%	-19.5%	29.8%	29.0%
MSCI Bangladesh IM**	-	-17.0%	15.9%	5.2%

Returns	QTD	YTD	1 yr	3 yr	5 yr	CAGR
EDGE	-2.0%	-5.5%	-12.2%	7.6%	-	10.1%
DS30	-7.2%	-9.4%	3.9%	19.3%	0.7%	5.0%
MSCI Bangladesh IM**	-13.8%	-13.9%	-11.9%	-5.8%	-3.7%	-

*Ratio of total monthly return divided by total monthly negative return till March **Mutual funds can own max 10% of a specific share and 25% of a specific sector on cost basis

Sector wise Allocation



Top 5 Holdings**	41.1%
BRAC Bank	12.0%
Square Pharmaceuticals	9.6%
Marico Bangladesh	8.7%
Grameenphone	6.6%
Renata	4.2%

Performance - EDGE AMC Growth Fund

Fund at a glance

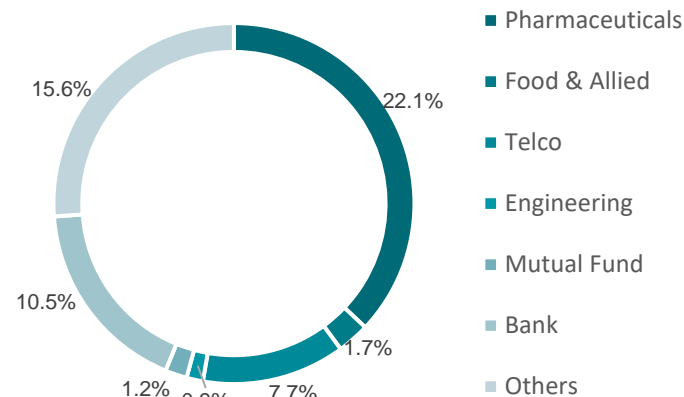
Name of Fund	EDGE AMC Growth Fund
Inception	September 04, 2019
Portfolio Manager	EDGE AMC Limited
AUM	BDT 313mn
Sharpe Ratio*	1.13
Gain to Pain Ratio*	1.54
Expense Ratio*	3.3%
Maximum Drawdown	6.2%

Annual Return	2018	2019*	2020	2021
EDGE	-	-1.7%	23.4%	23.6%
DS30	-	-19.5%	29.8%	29.0%
MSCI Bangladesh IM**	-	-17.0%	15.9%	5.2%

Returns	QTD	YTD	1 yr	3 yr	5 yr	CAGR
EDGE	-2.0%	-5.4%	-8.7%	-	-	12.6%
DS30	-7.2%	-9.4%	3.9%	19.3%	0.7%	9.9%
MSCI Bangladesh IM**	-13.8%	-13.9%	-11.9%	-5.8%	-3.7%	-

*Ratio of total monthly return divided by total monthly negative return till March **Mutual funds can own max 10% of a specific share and 25% of a specific sector on cost basis

Sector Wise Allocation



Top 5 Holdings**	42.3%
BRAC Bank	12.0%
Square Pharmaceuticals	9.7%
Marico Bangladesh	9.1%
Grameenphone	6.9%
Beximco Pharmaceuticals	4.7%

Introduction to EDGE Al-Amin Shariah Consumer Fund

Strictly investing in **Shariah-compliant securities only**, operating in **more favorable** business context



EDGE Al-Amin Shariah Consumer Fund

Distinguished strategy for driving strong, long-term Shariah-compliant returns

Combining the best of strict **Shariah-compliance**, high quality investment research and **macro tail-wind**.



Not investing in banks, NBFIs and insurance companies or companies producing prohibitive products like tobacco.

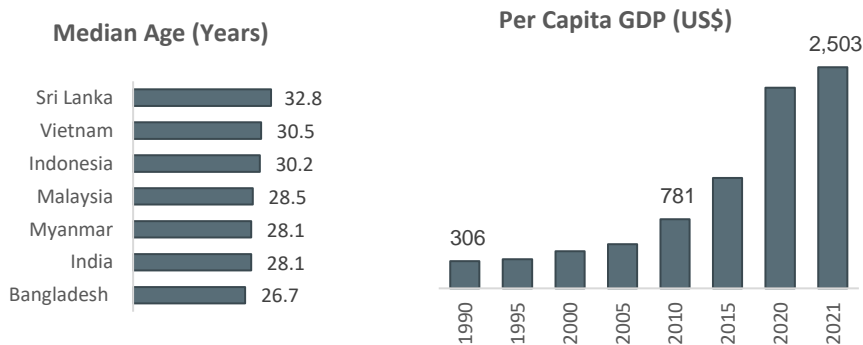


Concentrated portfolio of **consumer-oriented** companies with higher investment limit for single-sector and security

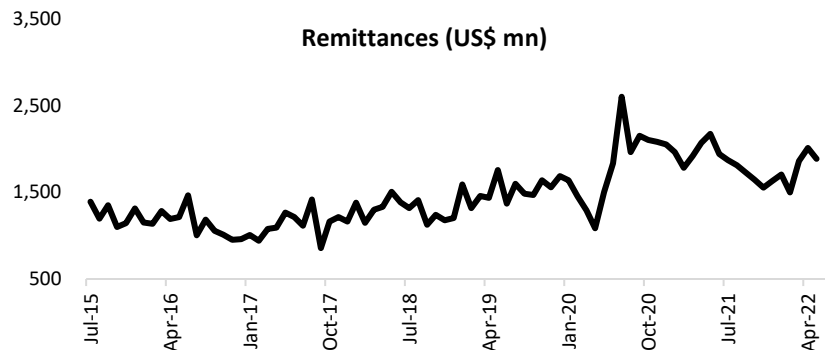


Bangladesh's First Consumer-sector Focused Investment Vehicle

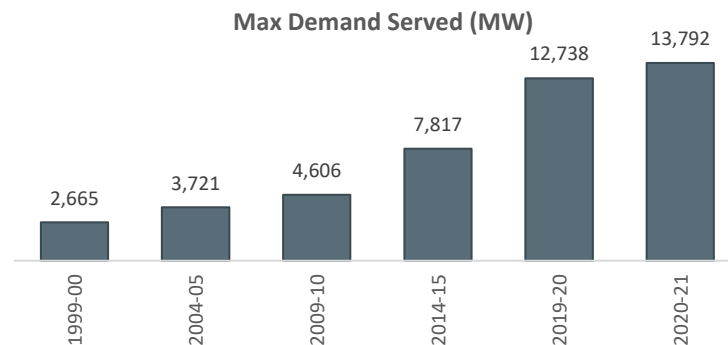
Growing disposable income and large young population means consumer sectors are likely to be primary beneficiaries



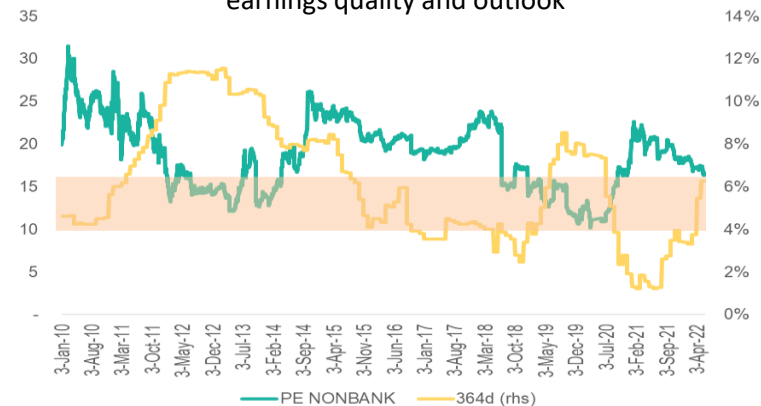
Strong purchasing power boost to lower income groups- thanks to growing remittance and ready-made garments export



Wider access to electricity directly driving lifestyle changes and stronger demand for different kinds of consumer products



Consumer companies are trading cheap relative to their history, earnings quality and outlook



Distinguishing Features of The Fund

Particulars	Traditional Mutual Funds	Other Shariah Compliant Funds	EDGE Al-Amin Shariah Consumer Fund
Shariah compliance	Not-compliant	Shariah-compliant	Shariah-compliant under an independent Shariah Advisory Committee
Specific sector-orientation	None	None	Focusing on consumer-oriented sectors
Investing in shares of banks, FI and insurance companies?	Yes	Yes, only in Shariah-compliant companies	No
Maximum investment limit in a particular sector	25%	25%	No such limit
Maximum investment limit in the stock of one company	10%	10%	15%

The Shariah Advisory Committee



Professor Dr. M. Sadiqul Islam

Member of the Shariah Advisory Committee

Professional Credentials: Professor, Department of Finance, Dhaka University; Member, Board of Trustee, Beximco Green Sukuk; Independent Director at Robi Axiata Limited, Walton Hi-tech Industries, RedDot Digital and United Airways

Academic Profile: Ph.D. in Finance, Athens University of Economics & Business; MBA, Finance, University of Saskatchewan; Fellow Cost and Management Accountant (FCMA); B.Com and M.Com, Finance Dept, Dhaka University



Mufti Abdullah Masum

Member of the Shariah Advisory Committee

Professional Credentials: Working group member of AAOIFI governance and ethics board (AGEB); Member of AAOIFI Exams Review Committees (ERC) on behalf of AAOIFI Education Board (AEB); Founder Director: IFA consultancy Ltd. (Islamic Finance Academy and Shariah Consultancy firm); Senior Deputy Mufti: Jami'ah Shari'yyah Malibag, Dhaka

Academic Profile: Ifta, Fiqhul-Muamalat (Specialized in Islamic Law and Islamic Finance), and Islamic Shariah (Islamic Law): Markazud Dawa Al-Islamia; Dawra-E-Hadith (Equivalent to a Master's degree in Islamic Studies); Jami'ah Shari'yyah Malibag; Certified Shariah Advisor & Auditor (CSAA), Islamic Finance: AAOIFI, Bahrain; Hifzul Quran, Memorized Quran: Jami'ah Al-Arabia Madrasah, Habiganj

The Shariah Advisory Committee



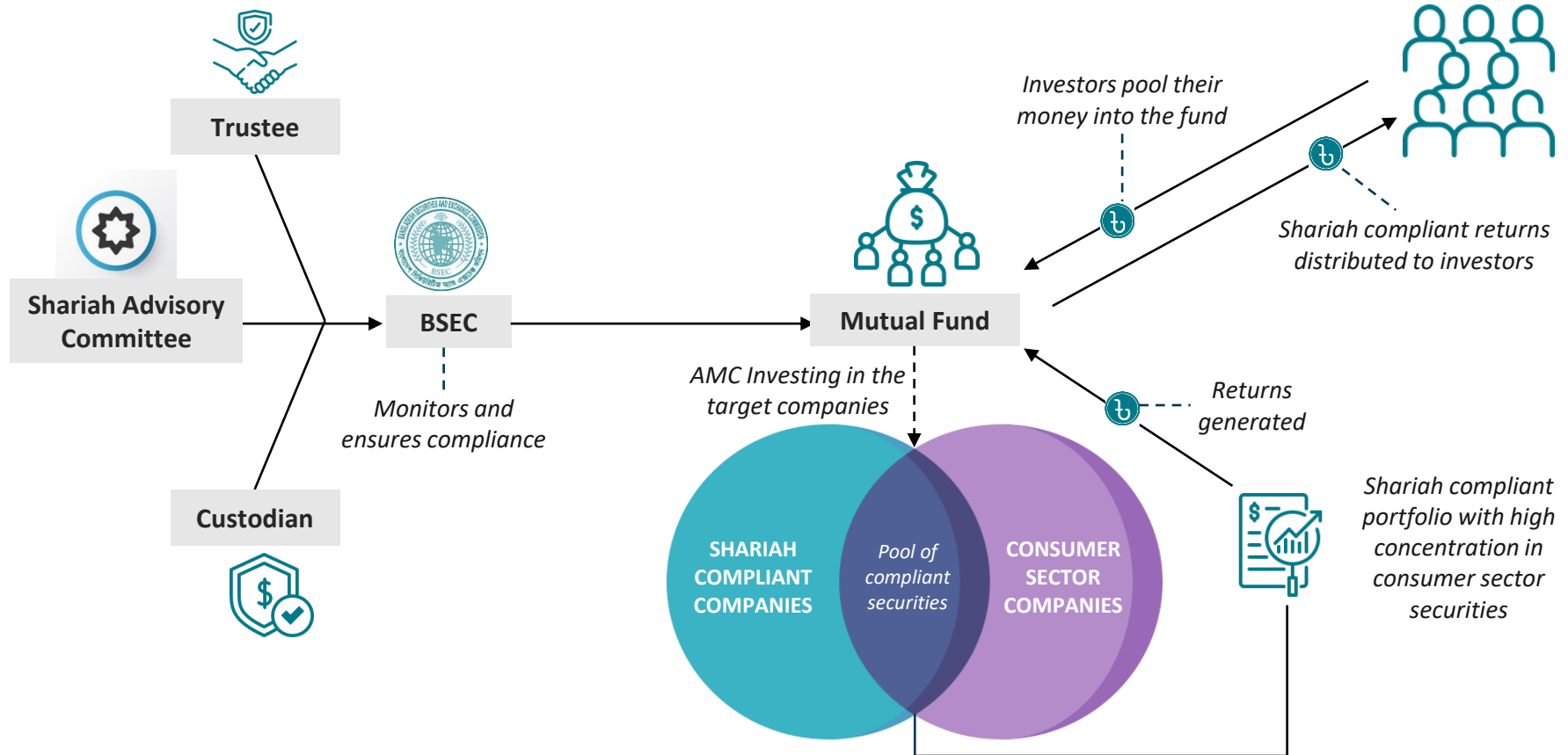
Mufti Zubair Abdullah

Member of the Shariah Advisory Committee

Professional Credentials: Senior Consultant & Head of Consultancy, IFA Consultancy; Muhaddis & Deputy Mufti, Department of Fiqh & Islamic Jurisprudence (Al-Takhassus fi al-Fiqh wa'al-Fatawaa), Jamia Islamia Darul Ulum; Deputy Mufti cum Senior Teacher, Department of Fiqh & Islamic Jurisprudence (Al-Takhassus fi al-Fiqh wa'al-Fatawaa), Iqra Islamic Institute; Imam & Religious Consultant, Kaptan Bazar Jame Mosque

Academic Profile: Hifzul Quran, Memorized Quran, Hazipara Jame Mosque & Hafizia Furkaniya Madrasha; Certified Shariah Advisor & Auditor (CSAA), Islamic Finance, AAOIFI; Ifta and Fiqh-al-Muamalat (Higher Degree in Islamic Jurisprudence and Islamic Finance), Markazud Dawa Al-Islamia; Dawra-e-Hadith (M. A. in Hadith) and Fazilat (Bachelor in Islamic Studies), Jamia Shariyyah Malibag, Dhaka

Structure of EDGE AI-Amin Shariah Consumer Fund



Shariah Compliance Process for Listed Securities

DSE Shariah Index Constituents

Filtering-out Financial Companies

**Shariah Advisory Committee
Filtering**

**Consumer-oriented
Companies**

**Fundamental
Filtering**

**Target
Portfolio**

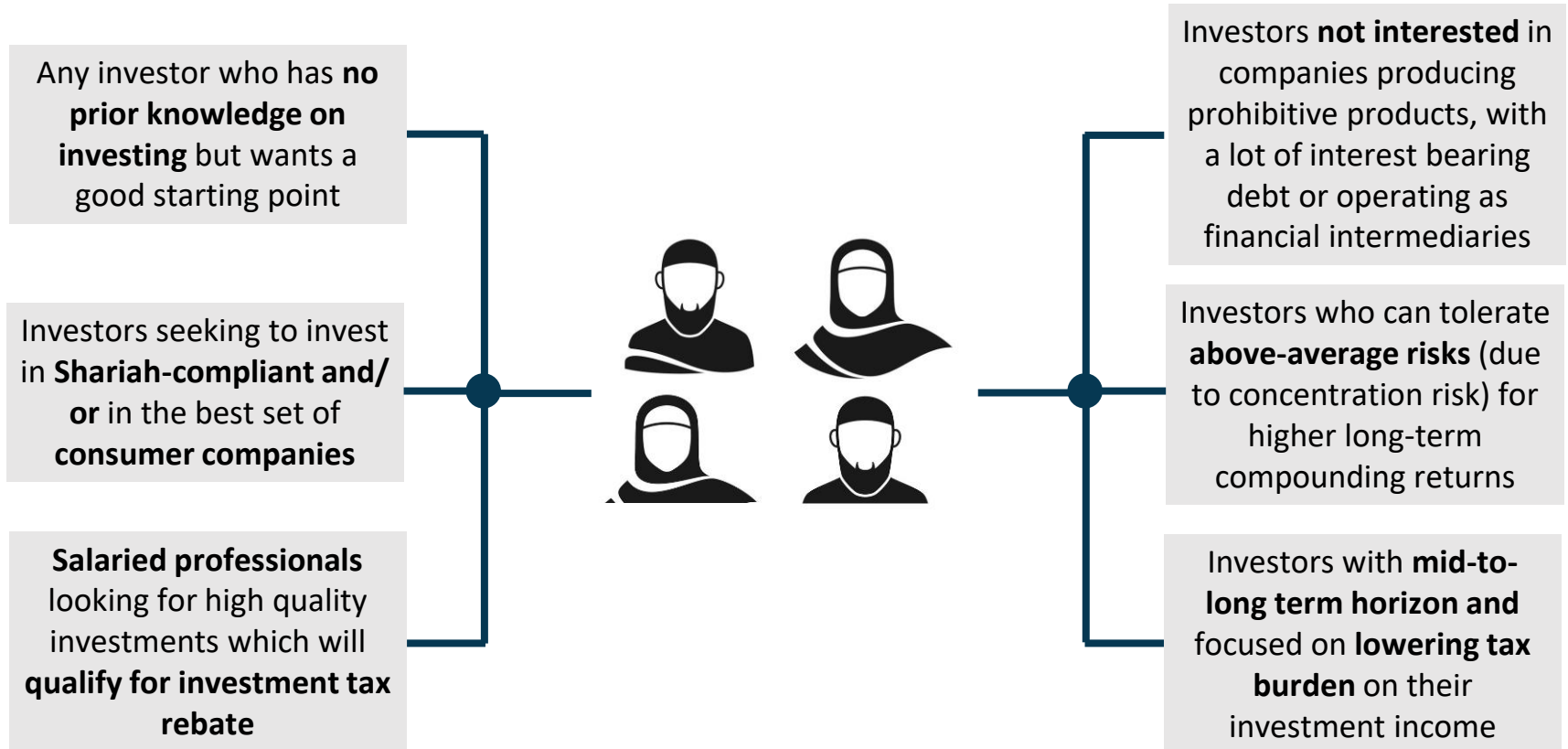
- Drawing the constituents of DSE Shariah Index on monthly basis.
- Index designed by S&P Dow Jones Indices with Shariah screens and filters from Ratings Intelligence Partners
- Removing stocks of all the banks, non-bank financial service companies, general insurance and life insurance from the universe
- EDGE Al-Amin Shariah Consumer Fund's own Shariah Advisory Committee adds another layer of Shariah filtration and purification process from local country perspective
- Concentrating in consumer oriented companies that are likely to be benefited from demographic shift, fast income growth and rapid urbanization
- EDGE AMC's proprietary research to find out companies with stronger revenue growth, sustained profit margin and higher return on invested capital- which, in turn, likely to delivered superior shareholders' returns
- Constructing and rebalancing a portfolio of the companies coming out of the filter that have the highest probability of driving competitive long-term sustainable Shariah-compliant returns

**S&P Dow Jones
Indices**

A Division of S&P Global



Who Should Invest in EDGE Al-Amin Shariah Consumer Fund?



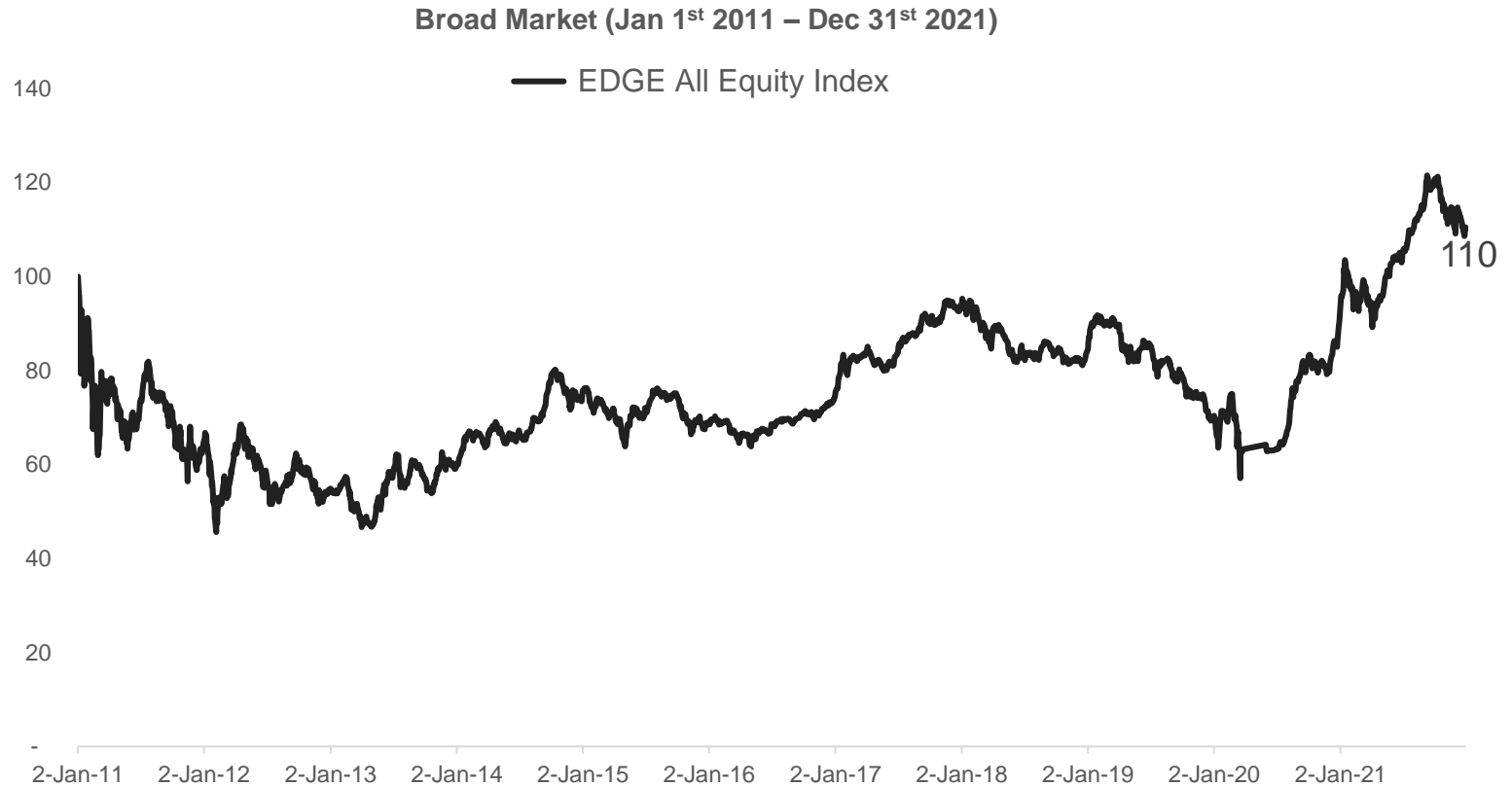
A Glimpse At Some Shariah Compliant Companies

Company	Sector	Market Cap (USD m)	5 Year Revenue Growth	5 Year Profit Growth	ROE (5 Year Avg.)	*5 Year Total Return CAGR	*10 Year Total Return CAGR
Marico Bangladesh Limited	Consumer Goods	881	9.03%	17.06%	136.67%	22.54%	21.17%
Reckitt Benckiser (Bangladesh) Ltd.	Consumer Goods	325	13.09%	21.60%	108.10%	32.04%	23.65%
Grameenphone Ltd.	Telecom	5,602	5.91%	13.54%	82.00%	12.03%	12.45%
United Power Generation & Distribution Company Ltd.	Fuel & Power	1,712	42.16%	24.35%	30.22%	27.11%	N/A
Berger Paints Bangladesh Ltd.	Consumer Goods	981	9.47%	10.90%	28.97%	9.87%	21.38%
Olympic Industries Ltd.	Consumer Goods	358	10.46%	13.24%	27.86%	-9.27%	18.97%
IBN SINA Pharmaceutical Industry Ltd.	Pharma	107	16.14%	23.34%	26.70%	11.49%	17.81%
Linde Bangladesh Limited	Fuel & Power	320	3.68%	10.54%	23.88%	6.63%	12.23%
**Walton Hi-Tech Industries PLC	Consumer Goods	3,972	21.38%	-23.40%	23.45%	3.26%	N/A
Unilever Consumer Care Limited	Consumer Goods	436	-12.31%	-8.64%	21.54%	15.77%	17.49%
Square Pharmaceuticals Ltd.	Pharma	2,341	9.86%	16.65%	20.25%	4.22%	13.12%
Renata Ltd.	Pharma	1,693	15.5%	17.8%	20.0%	17.25%	18.4%
LafargeHolcim Bangladesh Limited	Cement	1,047	13.86%	11.76%	11.83%	-1.38%	11.37%

***Annualized**

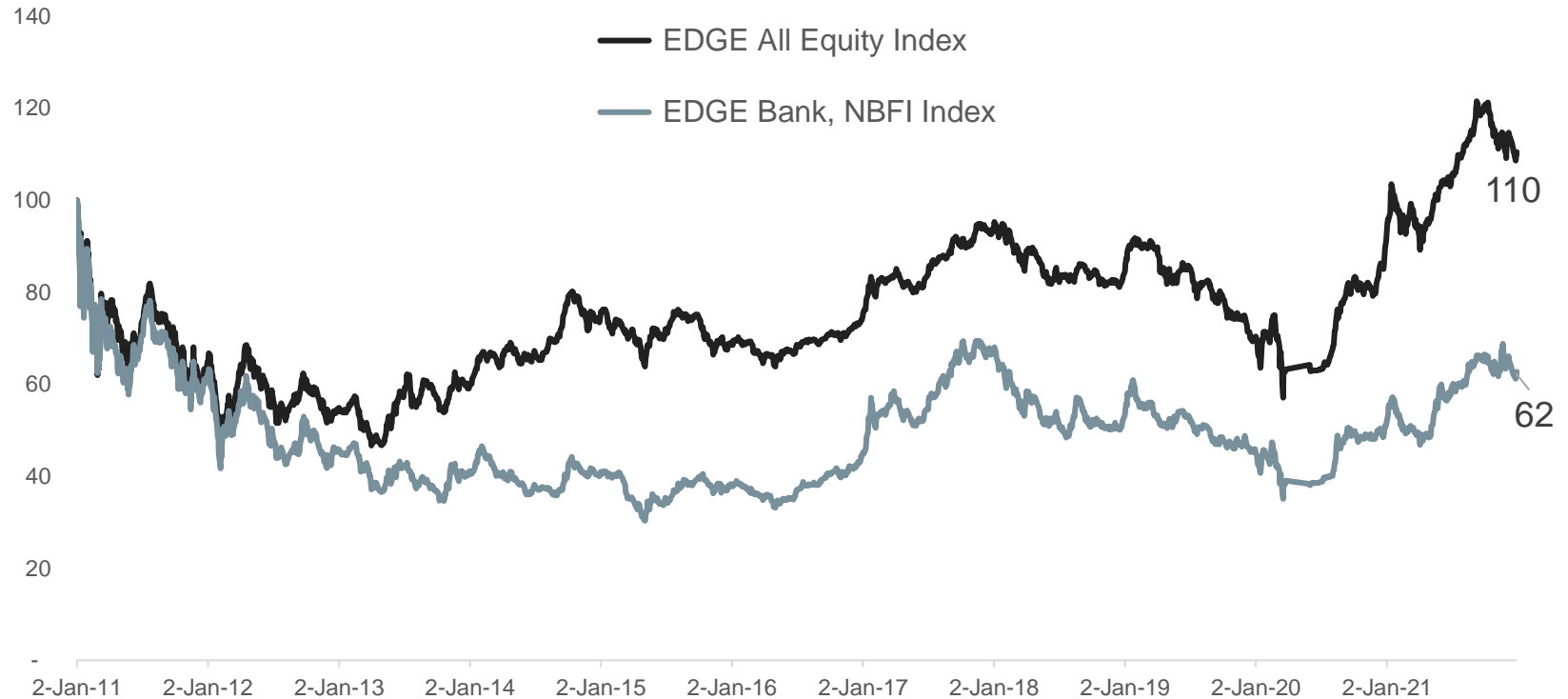
****Data for Walton is since its listing in 2020**

Range-bound Broad Market in Last 10 Years

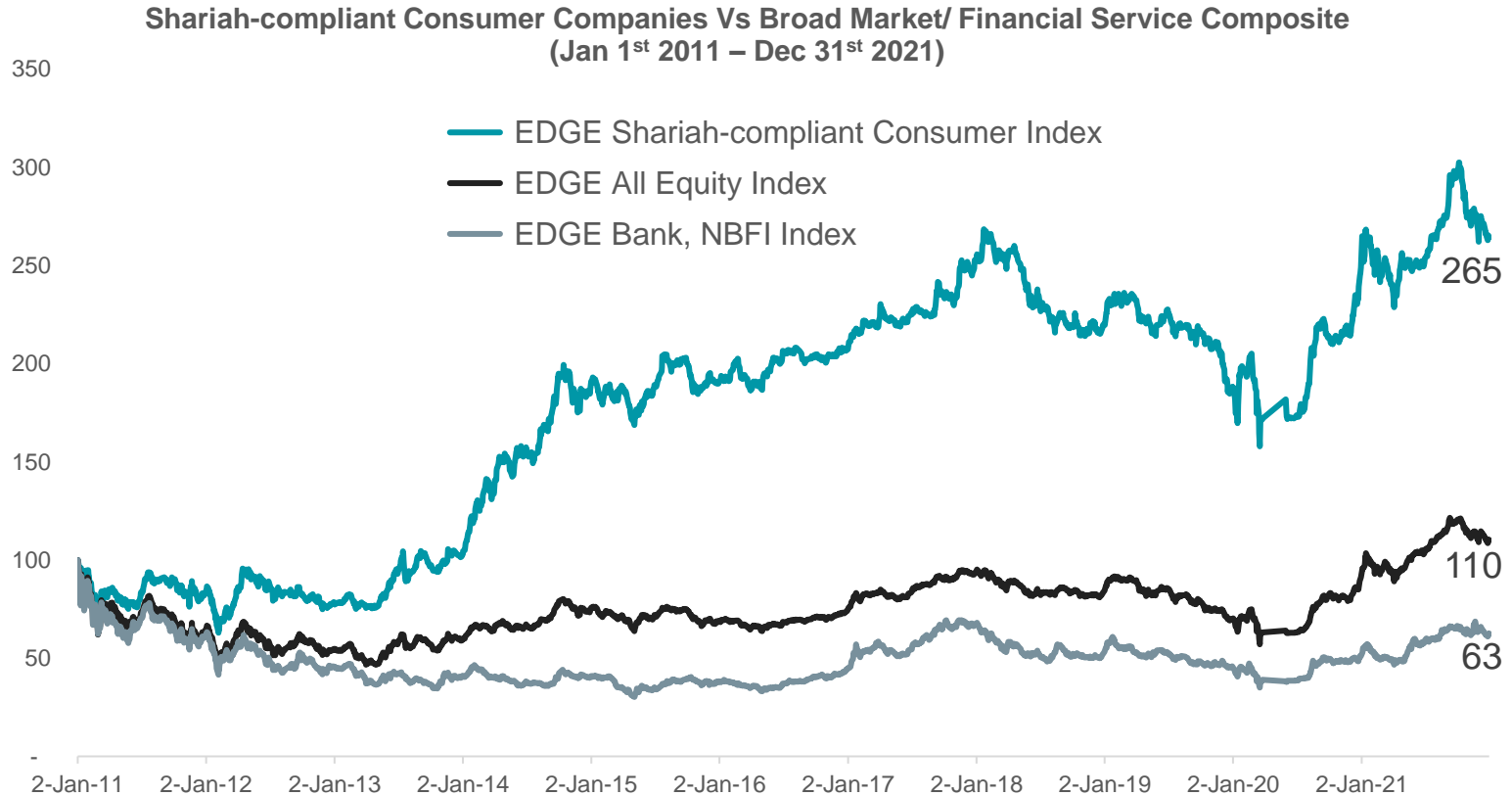


Banking and NBFI Significantly Underperformed

Broad Market Vs Financial Service Composite (Jan 1st 2011 – Dec 31st 2021)



Shariah-Compliant Consumer Stocks Outperforming Significantly



Comparison Between EDGE Mutual Funds

	1	2	3	4
	EDGE Bangladesh Mutual Fund	EDGE AMC Growth Fund	EDGE High Quality Income Fund	EDGE Al-Amin Shariah Consumer Fund
Fund Summary	Balanced exposure to equity and fixed income investments	Significantly higher exposure to equities	Dedicated fixed income fund supplemented by IPO returns	Highly concentrated portfolio of Shariah-compliant consumer sector stocks
Inception	September 2018	August 2019	January 2022	2022
Nature	Balanced	Growth	Fixed Income	Shariah
Risk Tolerance	Low to Moderate	Moderate to High	Low	Moderate to High
Composition	Stocks, Bonds, IPOs	Stocks, IPOs	Bonds, FDRs, IPOs	Shariah-compliant
Average Annual Return	10%	13%	*6-8%	*10-12%
Dividend Payout Ratio	70%	50%	70%	70%

**Expected Return*

How to Invest in EDGE Al-Amin Shariah Consumer Fund?



For Individuals

To subscribe to the units, you need to provide:

- Register on EDGEAMC.app
- Provide personal information and supporting documents
- Put a fund purchase order by uploading a payment confirmation
- Here is a [“Tutorial”](#) on how to use the app



For Institutions

To subscribe to the units, you need to provide:

- A filled in form
- Personal information through supporting documents
- Payment confirmation

Contact Us

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