

Time's running out

on your 2015/2016 TFSA allowance

LUNGILE MSIBI
brand manager, Emperor
Asset Management



The end of January is usually the time we start slipping on our New Year's resolutions. Perhaps one of yours was to be smarter with your money in 2016 (How's that working out for you so far?).

"If you haven't put any money in a tax-free savings or investment account yet, time is running out on your 2016 tax-free allowance," says Emperor Asset Management brand manager Lungile Msibi. "Your first R30 000 allocation is only valid until 29 February 2016."

The Emperor tax-free unit trust delivered annual returns of 21.3 per cent since inception in September 2014.

Emperor launched its tax-free savings option on 29 April 2015 in the form of an equity unit trust. The fund mirrors their Emperor IP Momentum Equity Unit Trust, which was launched in September 2014.

"The Emperor IP Momentum Equity Fund follows a quantitative momentum strategy, investing in the top 180 most liquid shares of the JSE," explains Msibi. "The strategy is designed to provide the maximum returns obtainable from a pure equities investment at the lowest risk possible."

The fund's main aim is to outperform the FTSE/JSE Top 40, and to date it has performed exceptionally well. The unit trust delivered a return of 21.3 per cent since inception, so if you had invested R30 000 in September 2014, your investment would have been worth R36 390 at the end of November 2015.

Annualised, its returns are 16.48 per cent vs. the FTSE/JSE Top 40 at 4.69 per cent.

Emperor's investment strategies have consistently outperformed the market since the first investment strategy was launched in 2004.

"Even though it has only been around for 14 months, our unit trust is one of the top five best performing equity unit trusts in South Africa," says Msibi. "In a market where there are more than 1 000 unit trusts available, we're delighted that our strategy is clearly meeting its objective of outperforming the FTSE/JSE Top 40."

Of course, past performance is no guarantee of future performance, but Emperor's investment strategies have consistently outperformed the market since the first investment strategy was launched in 2004.

At the heart of Emperor's success is the concept of quantitative momentum investing – investing in stocks that are the strong and most likely to trade higher. In a bear market, that means buying the ones that dropped the least. When they start to lose momentum, you get out of the position.

Investing tax-free should be a no-brainer for a first-time investor.

The Emperor IP Momentum Equity Fund incorporates a unique, proprietary dynamic

functionality model that allows the strategy to maximise returns in times of growth and minimise loss in times of panic.

"Investing in a unit trust with high return potential should be a no-brainer for the tax-free investor, especially youngsters looking to get their investment portfolios started," explains Msibi. "It is a comparatively cheap option and has a suitably broad selection of asset classes without being overwhelming. The long-term returns from equity TFSA's, for a young investor, far outweigh the returns from other asset classes."

"The earlier you start, the better!"

For more info, visit www.emperor.co.za

