



Vanilla Blue Chip Portfolio

Investing at its simplest

Blue Chip

“An informal term for the most reliable and valuable companies on the market. These are usually companies with a long track record of financial stability. They are usually leaders within their industry.”

The key characteristics of the Blue Chip Portfolio

- *Invests in established large cap companies*
- *With global revenue streams*
- *Are active participants in today's mega trends*

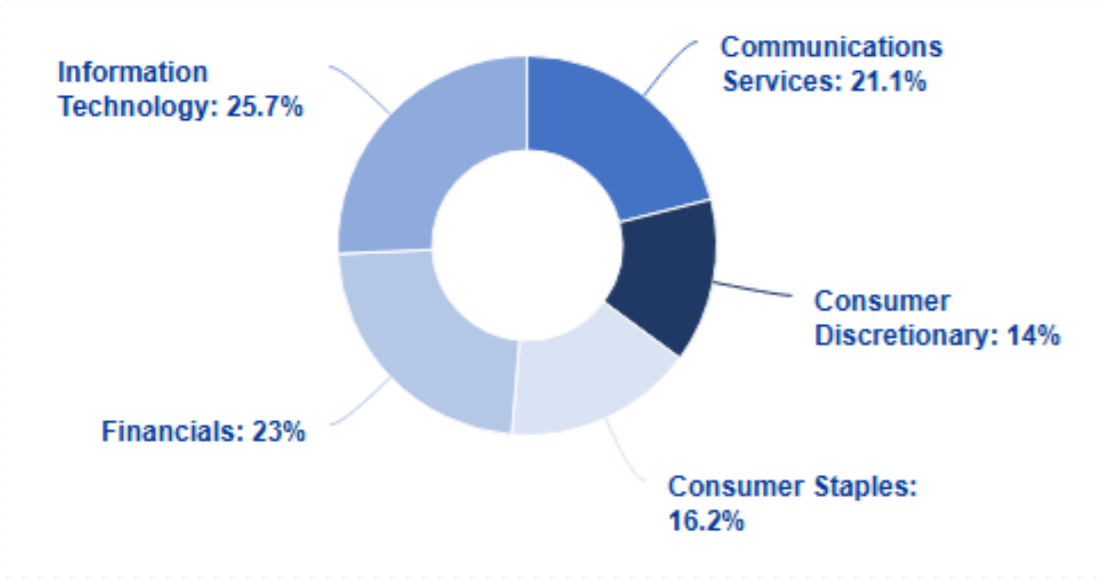
The stock selection framework

- *First identify the 4 most promising GIC sectors from the full set of 11 sectors*
- *Choose the top 4 sectors based on a blend of a Macro Economic and a Market Trend signal*
- *Within each sector, the top 5 stocks are selected based on their market cap and trending score*
- *The selection process has a discretionary override, allowing the investment team to be reactive to changes in the markets*
- *The portfolio is constructed using these stocks along with a core position in Berkshire Hathaway*

Current Holdings

Company	Ticker	Sector	Market Cap (\$bn)	Weights
Financials	BRK-B	Berkshire Hathaway Inc.	\$1,010.5	23.04%
Technology	AVGO	Broadcom Inc.	\$1,037.2	7.42%
Communication Services	META	Meta Platforms, Inc.	\$1,746.2	6.91%
Communication Services	GOOG	Alphabet Inc.	\$2,507.2	6.90%
Consumer Discretionary	AMZN	Amazon.com, Inc.	\$2,499.2	6.87%
Consumer Staples	WMT	Walmart Inc.	\$788.5	6.53%
Technology	AAPL	Apple Inc.	\$3,545.4	5.77%
Technology	NVDA	NVIDIA Corporation	\$2,940.5	5.71%
Technology	MSFT	Microsoft Corporation	\$3,085.6	5.20%
Consumer Staples	COST	Costco Wholesale Corpora	\$435.0	3.62%
Communication Services	NFLX	Netflix, Inc.	\$417.8	3.43%
Consumer Discretionary	HD	The Home Depot, Inc.	\$409.2	3.30%
Consumer Staples	PG	The Procter & Gamble Con	\$389.2	3.20%
Communication Services	TMUS	T-Mobile US, Inc.	\$266.0	2.28%
Consumer Staples	KO	The Coca-Cola Company	\$273.5	2.22%
Consumer Discretionary	MCD	McDonald's Corporation	\$206.9	1.71%
Communication Services	DIS	The Walt Disney Company	\$204.5	1.62%
Technology	AMD	Advanced Micro Devices, I	\$188.2	1.56%
Consumer Discretionary	LOW	Lowe's Companies, Inc.	\$146.8	1.20%
Consumer Discretionary	NKE	NIKE, Inc.	\$113.7	0.92%
Consumer Staples	CL	Colgate-Palmolive Compar	\$70.8	0.59%
			\$22,281.9	100.00%

Equity Sector Allocations



Trends in
Communication
Services

INDIA TODAY NORTHEAST MALAYALAM BUSINE:

≡ INDIA TODAY Magazine LIVE Live TV Search

News / Technology / News / Netflix adds 9.33 million subsc...

Netflix adds 9.33 million subscribers after banning password sharing

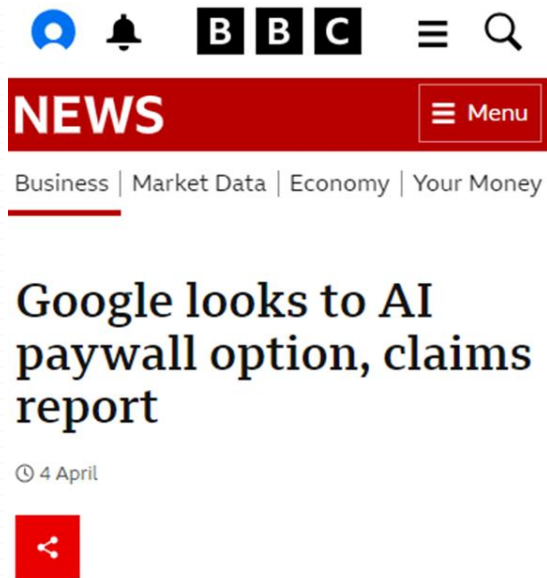
Netflix added a staggering 9.33 million new subscribers to its platform in the first quarter of 2024, marking a significant surge in its global user base. This growth comes in the wake of the streaming giant's aggressive crackdown on password sharing.

Streaming Services
are one of the big
trends in
Communication
Services

An aerial photograph of Apple Park, a circular building with a glass facade, surrounded by a dense forest. In the background, a city and mountains are visible under a clear sky. A semi-transparent rectangular box is centered over the building, containing the text "Trends in Information Technology".

Trends in Information Technology

Generative AI is one of the mega trends within Information Technology



Meta is another company trying to make it big in Generative AI



WSJ

Meta Releases Latest AI Model, Seeking to Build Out Rival to ChatGPT

Social-media company is unveiling Llama 3, a follow-up to its large language model that will be available to the public

By [Salvador Rodriguez](#) [Follow](#) and [Joanna Stern](#) [Follow](#)

Updated April 18, 2024 3:17 pm ET

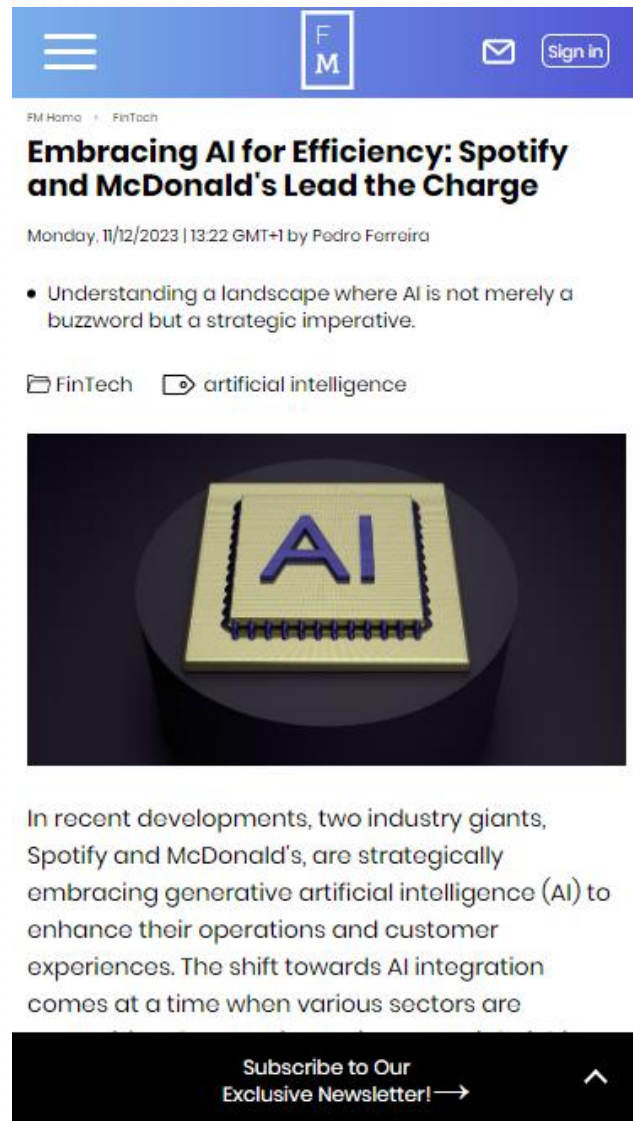






Trends in Consumer Discretionary

Generative AI becoming a trend not just in technology, but across many sectors, including Consumer Discretionary



A woman with long dark hair, wearing a red cable-knit sweater, is sitting on a grey couch. She is smiling and looking down at a white smartphone in her hands. To her left is a large, textured grey cushion. To her right, on a surface, is a white mug and a green plant with large leaves. The background is a bright, out-of-focus indoor space with large windows.

Trends in Consumer Staples

Walmart, the world's largest retailer is bringing drone delivery to the masses.



The world's largest retailer is bringing drone delivery to the masses.

Walmart on Thursday announced that later this month, customers in the fast-growing Dallas-Fort Worth area will be able to order drone delivery directly through the company's app, with orders arriving in as little as 30 minutes.

Since introducing drone delivery in 2021, Walmart says it has completed more than 30,000 deliveries. As of January, the firm's DFW service – operated in partnership with industry titans Zipline and Wing, the drone delivery arm of Google parent Alphabet – covers an estimated 1.8 million households.

Enhancing Scents with AI: The Story Behind Palmolive Aroma Essence



Colgate-Palmolive news article – 3rd July 2024

Perfecting the art of scent creation has always been a complex task, balancing science and experience to achieve the desired emotional impact.

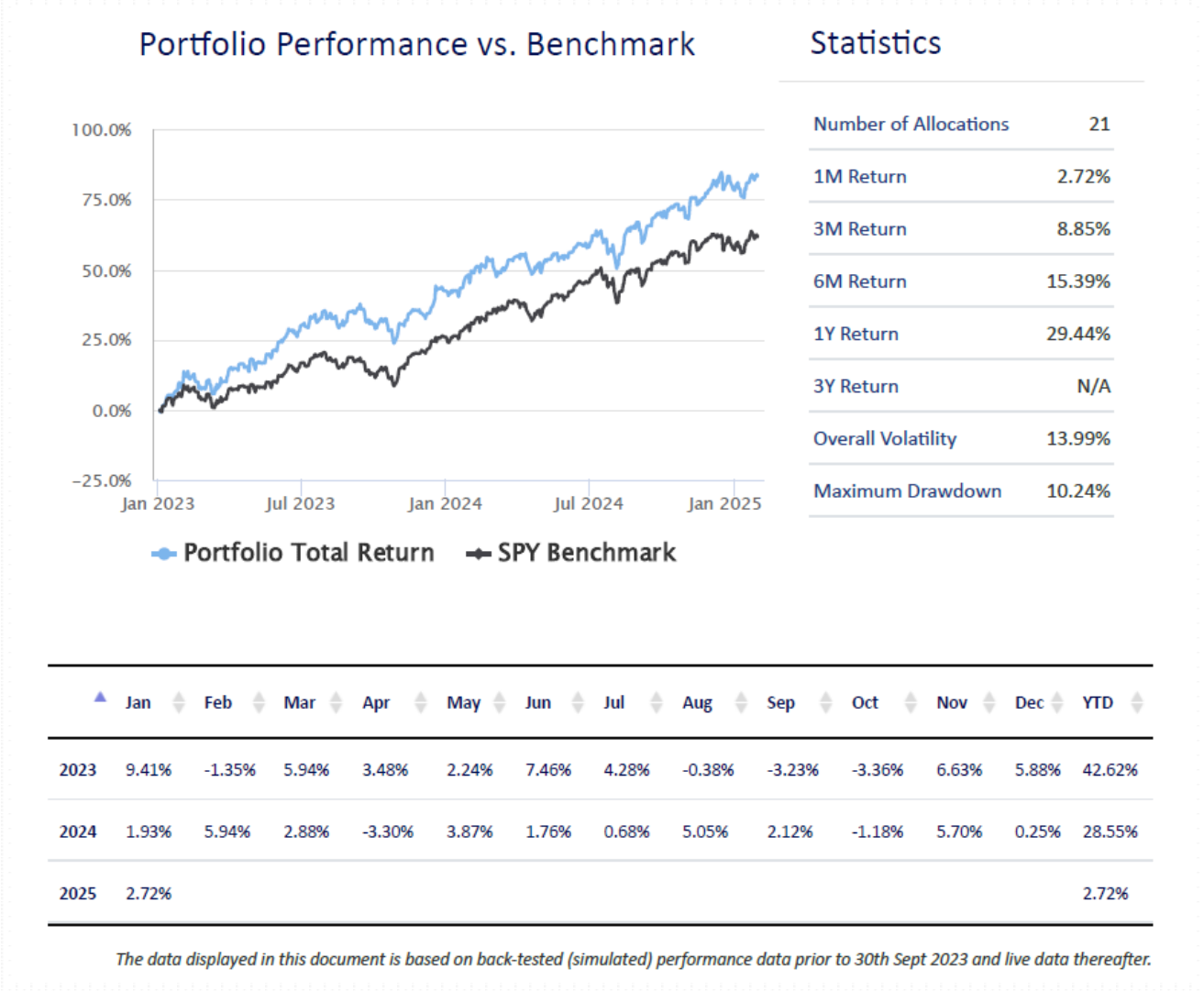
Recent developments in machine learning and artificial intelligence are enabling new opportunities for fragrance creation and development, unlocking the principles of achieving the ideal fragrance for any desired mood.

"The algorithm predicts a certain percentage of the enhancement of the specific emotion that the fragrance was created for," said Rafael Giganti, the Senior Director of Fragrance Development at Colgate-Palmolive. "And our panel tests confirmed these predictions."

Listed on The London Stock Exchange

A screenshot of the Vanilla Blue Chip Portfolio ETP website. The page has a dark background with white text. At the top, there is a navigation bar with links for 'Earnings' (with a sub-link 'DIS, UBS, UBER, ABNB, PLUG'), 'Learn More', 'Leverage Shares', 'Our ETPs', 'White Label', 'Company', 'Trading Hub', and a search icon. A 'How to Invest' button is also visible. The main content area features the Vanilla logo, the ISIN 'XS2788042245', and the title 'Vanilla Blue Chip Portfolio ETP'. Below the title, a paragraph describes the fund's investment strategy: 'The Vanilla Funds Blue Chip Portfolio looks to invest in US listed stocks and is actively managed, selecting from sectors that offer the most promising long-term performance. The weightings and selections of the stocks will be determined on an ongoing basis, using a range of technical and fundamental metrics.'

Risk/Return Analytics (USD)



References

Netflix - <https://www.indiatoday.in/technology/news/story/netflix-adds-933-million-subscribers-after-banning-password-sharing-2529388-2024-04-19>

Google - <https://www.bbc.co.uk/news/business-68727857>

Meta - <https://www.wsj.com/tech/ai/meta-releases-latest-ai-model-with-plans-to-highlight-more-on-instagram-other-apps-3ca236e2>

Colgate-Palmolive - <https://www.colgatepalmolive.com/en-us/who-we-are/stories/the-story-behind-palmolive-aroma-essence>

McDonalds - <https://www.investors.com/news/tesla-stock-soars-china-fsd-approval-cathie-wood-bullish-ai>

Walmart - <https://www.freightwaves.com/news/walmart-to-introduce-app-based-drone-delivery>

Thank You

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2020/038836/07 and Vanilla Trading (PTY) Ltd
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