

## Alt Data Portfolio (CHF)

 April 30<sup>th</sup> 2025

The HQAM Alt-Data Quality Portfolio is connected to a dynamic investment strategy actively managed by Hérens Quality Asset Management AG. It brings together companies poised to capitalize on emerging social and business trends—primarily in the B2C sector, though not exclusively. By leveraging innovative alternative data sources such as Google Trends, Reddit, TikTok, and Wikipedia, HQAM continuously monitors these evolving signals on a weekly basis, using its proprietary tool Astutex (<https://astutex.ai/>). This approach allows the portfolio to capture both short-term market shifts and long-term trends in today's rapidly changing landscape.

## CERTIFICATE: CONCENTRATED ALT DATA QUALITY PORTFOLIO

The Alt-Data Certificate is a highly concentrated investment portfolio focused on high-Quality companies with strong operational momentum, supported by alternative data sources such as social and business developments. Our selection methodology utilizes alternative data to identify emerging trends, followed by the application of strict HQAM Quality criteria to select companies best positioned to capitalize on these trends. While the Alt Data portfolio may exhibit higher turnover due to weekly data analysis, it also maintains exposure to companies benefiting from longer-term, sustainable growth trends.

### PRODUCT DETAILS

VALOR	141232939	Issue Date	07 February 2025	Denomination	CHF	Reference Portfolio Advisor
ISIN	CH1412329398	Expiration Date	31 January 2035	Settlement Currency	CHF	Hérens Quality Asset Management AG
WKN	US8QGC	Management Fee	0.45%** p.a.	Issuer	UBS	Bahnhofstrasse 3, 8808 Pfäffikon

\*\*Management Fee 0.2% p.a., Administration Fee 0.25% p.a.

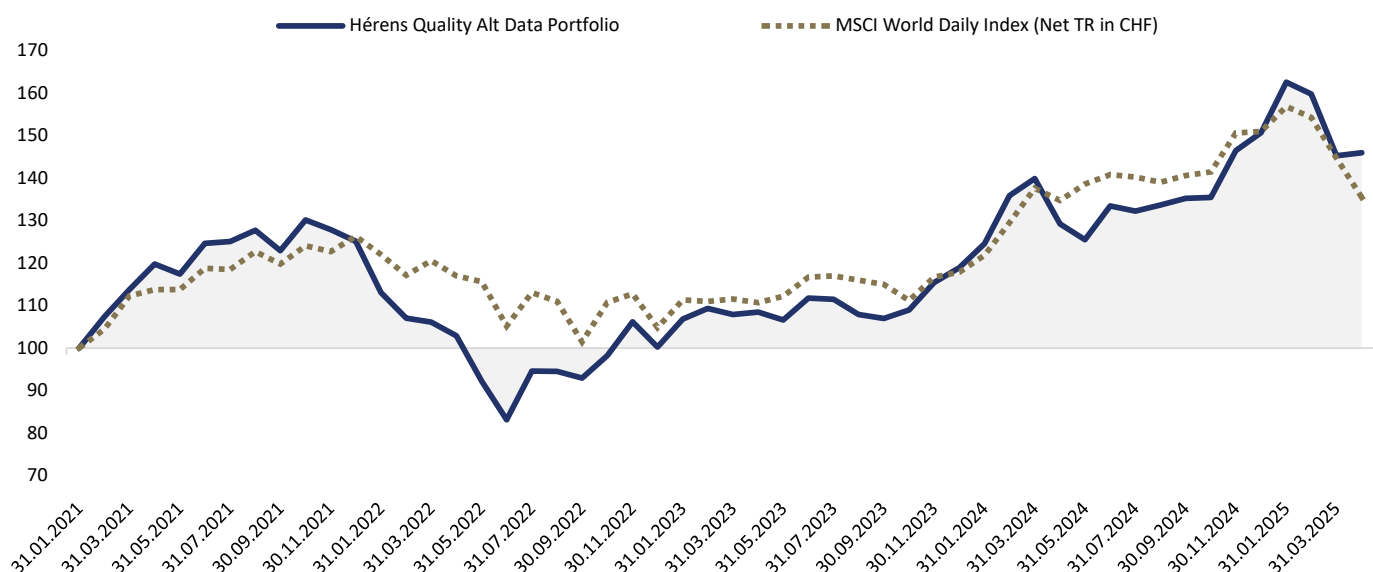
Past performance is not an indicator of current or future trends. The performance values refer to the net asset value and are calculated without the commission and costs incurred on issue, redemption or swapping (e.g. transaction and custody costs of the investor).

### PERFORMANCE ALT DATA PORTFOLIO\*\*\* (30.04.2025)

	1M	YTD	3M	6M	2024	2023	2022	2021	Since Inception
Alt Data portfolio	0.5%	-3.1%	-10.2%	7.8%	26.7%	18.6%	-19.9%	18.8%	46.0%
Benchmark	-6.4%	-10.3%	-13.6%	-4.2%	28.1%	12.5%	-17.0%	27.9%	35.4%
Δ	6.9%	7.2%	3.4%	12.0%	-1.4%	6.2%	-2.9%	-9.1%	10.5%

### KEY FIGURES

Alpha	Beta	Volatility	Tracking Error
1.2%	0.97	18.5%	12.3%
Information Ratio	Max drawdown	Sharpe Ratio	
0.08	-36.1%	0.29	



\*\*\* Performance of HQAM Alt Data Reference portfolio; Gross TR in CHF (excl. all fees). Dividends are reinvested. Source: Hérens Quality AM, Bloomberg

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## WHO WE ARE

- Corporate Excellence has been our primary focus since company foundation in 2003
- Also back in 2003 we opened our proprietary Research Centre
- We have been regarded as the pioneer for international corporate quality analysis and investment
- Book about our Quality Investment Style „Systematic Investments in Corporate Excellence“ was published in 2006
- Our systematic approach is suited for both private & institutional clients like pension funds, foundations, insurance companies, family offices, churches
- Our Assets under Management are ca. CHF 1bn

## QUALITY COMPANIES

- Have a solid financial foundation, healthy balance sheets and conservative financing. Therefore, they are hardly dependent on loans and have real options regarding growth and acquisitions.
- Use the capital entrusted to them profitably and effectively where they benefit from competitive advantages. That's why they generate attractive, recurring income from their core business.
- Serve attractive markets with proven business models. That's why they benefit from good market positioning and above-average profitability.
- Are led by competent and stable management teams. Therefore, they are more capable of mastering challenges and managing the industrial life cycle.
- Take into account and take care of social and environmental aspects in their actions and business activities. These companies create long-term value for all involved and thus guarantee their own survival.

It's our goal to be a reliable solution provider and long-term partner for our customers. That's why we value:

<b>Independence</b>	Objectivity in our investment decisions, as well as the disciplined and systematic implementation of our investment strategy.
<b>Transparency and traceability</b>	Our investment activities are as transparent as possible based on a clear fundamental business analysis. All investment decisions are made with the greatest possible objectivity, exclusively by the Investment Committee.
<b>Stability and entrepreneurial commitment</b>	We offer quality of care through stability and entrepreneurial commitment. We have a long-standing stable and highly qualified team.

## INVESTMENT PHILOSOPHY

We invest in corporate quality. Our investment style is traditional, timeless and has its own performance and risk character.

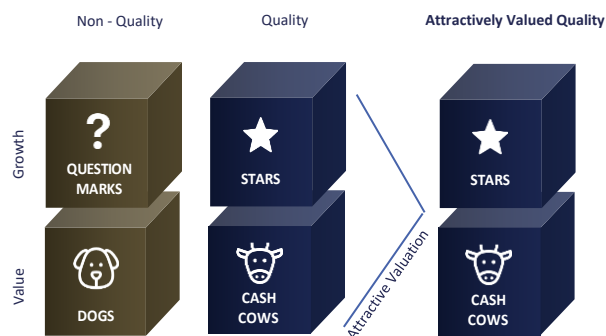
We believe that a clear, disciplined and systematic analysis is the key to sustainable investment success. Our analysis are based exclusively on our own research and self-developed analytical tools.

The core are investments in companies, which are leaders with respect to quality in terms of financial strength, business model, market position and management. In addition, the stock must be valued both absolutely and relatively attractive.

The selection criteria have a demonstrable influence on the corporate success of a company. We have a 100% bottom-up and index-independent best-overall approach.

## RESEARCH PROCESS

Hérens Quality AM systematically selects attractively valued quality companies in the universe.



- Economically and valuation-wise sustainable
- Systematic and focused on business quality
- Same criteria worldwide
- Documented in detail
- Sustainable value generation for our customers