






# Bloxham High Yield Fund

## AT A GLANCE

|                   |   |  |
|-------------------|---|--|
| <b>Aim</b>        |  | To generate long term capital growth with a relatively high, yet sustainable, flow of income for the fund. |
| <b>Style</b>      |  | Actively managed   |
| <b>Asset Mix</b>  |  | High Yield Equities  |
| <b>Managed by</b> |  | Bloxham  |
| <b>Risk</b>       |  | High Risk  |

## FUND DESCRIPTION

The Bloxham High Yield Fund allows investors to benefit from investing in global shares that pay high dividends and is suitable for customers who want:

- ✓ Diversification through global equities
- ✓ A focus on the largest and most robust companies in the world
- ✓ Dividend income that is re-invested to deliver greater growth

### High Yield Equities

The Bloxham High Yield Fund invests only in equities that pay higher than average dividends on a sustained basis<sup>1</sup> (known as high yielding equities). The logic behind this investment strategy is that the type of companies that can achieve sustained higher dividends generally provide stable growth opportunities going forward.

For this very reason, high yield funds have been one of the most popular areas of investment for decades.

### Why do dividends matter?

Essentially, the payment of dividends is a powerful message by companies to stock markets and investors about the company's future prospects and performance. It is one of the simplest ways that a company can announce its financial well-being.

<sup>1</sup> From time to time, there will also be an element of cash held by the Fund

Dividends can also be a very important contributor to overall return – for example, over the last 20 years, 33% of the growth in the S&P500 index has come from dividends.

Source: Bloxham. Performance of S&P500 index from 30/06/1989 to 30/06/2009. Performance is quoted gross of tax and charges.

### Stock selection

The Bloxham High Yield Fund invests in a well-diversified (across country and sector) basket of typically between 40 and 50 equities. Because of this small number of equities the Bloxham High Yield is referred to as a 'concentrated' equity fund.

Before a stock is added to the Fund, Bloxham carry out a number of financial tests and ensure specific criteria are met that indicate a stock is:

- Financially strong - with high cash and earnings cover on company dividends
- Trading on low multiples
- Have low levels of debt

Typically it is large companies that usually display such criteria.

These financial tests aim to reduce the volatility and risk experienced by the fund when compared to the broader equity market.

## Bloxham

Bloxham are our chosen investment partners for the High Yield Fund. Bloxham is an independent financial services provider that has been operating in Ireland for over 100 years. Bloxham's Wealth Management division was set up in 2000, and aims to add value for investors through objective analysis and innovative strategic thought.

## Risk Rating – High Risk

Bank of Ireland Life has rated the Bloxham High Yield Fund as a high risk investment fund. The potential return from high risk investments is much higher than deposits and inflation. High risk funds focus on maximising the potential return to investors, rather than minimising risks. Some high risk funds may consist almost entirely of one asset class based for example in one geographic region or in one sector. Investors' capital is not secure and may fluctuate significantly and investors may get back less than they originally invested.

## Product Availability

The Bloxham High Yield Fund is available to investors through the following:

- SmartFunds
- SmartChoice
- Special Bonus Investment Plan
- Personal Pensions
- Executive Pensions
- Personal Retirement Bond
- Approved Retirement Fund (ARF)
- Approved Minimum Retirement Fund (AMRF)

## Charges

The normal product charges and allocation rates for these products apply, with the exception that the fund management charge for the Bloxham High Yield Fund is 0.25% per annum higher than on other funds.

## Up to date Information

For up to date price & performance information on the Bloxham High Yield Fund and other market information, please click on to [www.bankofirelandlife.ie](http://www.bankofirelandlife.ie) to see the most up to date the Bloxham High Yield Fund factsheet. Factsheets are updated online for performance each day.

**For more information, talk to the Insurance & Investments Manager  
in your Bank of Ireland branch  
or call 1890 309 309 today**

**WARNING: PAST PERFORMANCE IS NOT A RELIABLE GUIDE TO FUTURE PERFORMANCE.  
WARNING: THE VALUE OF YOUR INVESTMENT CAN GO DOWN AS WELL AS UP.  
WARNING: THIS FUND MAY BE AFFECTED BY CHANGES IN CURRENCY EXCHANGE RATES.**

Lines are open from 8.00am to 6.00pm, Monday to Friday. For quality and training purposes incoming and outgoing calls may be recorded. Call charges may vary depending on your service provider.

Terms and conditions apply. Where relevant life assurance tax applies.

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New Ireland Assurance Company plc trading as Bank of Ireland Life is regulated by the Financial Regulator. Bank of Ireland Insurance & Investments Limited and Bank of Ireland are regulated by the Financial Regulator and are tied agents of New Ireland Assurance Company plc. A member of Bank of Ireland Group.

Bloxham is a member of the Irish Stock Exchange and the London Stock Exchange. Bloxham is regulated by the Financial Regulator under the Stock Exchange Act, 1995.