



PRESS RELEASE

### **Niche Asset Management wins prestigious Italian asset management award**

MILAN March 30 2023: Niche Asset Management has won the award Alto Rendimento for BEST TECHNOLOGY EQUITY FUND from Il Sole 24 Ore. The award was given to Niche's Pharus Sicav Electric Mobility Value Niche Q EUR Acc UCITS Fund, part of the Luxembourg-domiciled Pharus umbrella fund.

The Fund is one of five currently managed by Niche, which was set up in 2018 by a portfolio management team that previously worked at Italian asset management house Symphonia SGR.

The award-winning Fund focuses on bottle neck opportunities within the electric vehicles sector, with strong emphasis on East Asia (ex-China) markets. It envisages a fast developing investment scenario where certain companies within the sector will stand to benefit from outsized demand.

The Fund is also currently Section 9 compliant under the EU's SFDR regulations.

Electric Mobility Value Niche was the second fund launched by Niche AM. It is a flexible equity fund managed with a fundamental and value approach. It is exposed to companies that will benefit from electrification of mobility, with a particular focus on batteries-related companies. The fund invests in a growth trend using a value approach. The investment team continuously searches for lithium battery players that the market still fails to recognize as such. That's why the portfolio as whole is debt free and trades at a P/E below 8x and a P/TBV of 1x. Most of the portfolio is composed by Japanese and Korean small and mid-caps. These companies are profitable and have been listed for decades.

Massimo Baggiani, Co-Founder of Niche Asset Management, said: "Pharus Sicav Electric Mobility Value Niche encapsulates our philosophy of identifying and capitalising on deep value market anomalies in the equity markets. We also seek to provide investors with funds which meet very high sustainability objectives, as this one does. Niche is very pleased to have received this recognition from the Italian press for our efforts with the fund."

Andrea Andreis, Co-Founder of Niche, added: "Niche Asset Management was founded to develop a new approach to asset management. This is just the start of our journey to launch and manage investment products that are focused on emerging opportunities within global equity markets that cannot be found in the industry offer."

Niche AM also manages Pharus Asian Value Niche and NEF Ethical Global Trends SDG. Both are Luxembourg UCITS Funds.

Niche is developing further investment products under its NicheJungle umbrella which target highly exclusive investment opportunities.

### **About Niche Asset Management and Niche Jungle**

Niche Asset Management was established in 2018 to provide a new perspective on asset management, a deep value/contrarian approach to neglected niches. This is in direct contrast to the momentum-driven approach of traditional asset management. The firm seeks out neglected niches and tries to anticipate new trends with strong cost/benefit characteristics.



Niche Jungle is an Irish ICAV that is designed as a launch pad for new and very specific strategies overseen by the Niche team and third-party investment managers. It is being managed using a partnership approach with portfolio managers and investors. It currently hosts the Japanese Orphan Companies SDG and Korean Reunification SDG strategies.