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### Prime Value launches concentrated equities fund

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By [Laura Millan](#) | In [Investment](#)

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Boutique fund manager Prime Value has launched its first new fund in almost 12 years, after moving further into the retail space from its family office- focused origins.

The Prime Value Opportunities Fund, a concentrated equities fund structured to balance outperformance and capital preservation.

The fund will hold between 10 and 30 stocks mainly across the ASX and it will offer investors the possibility to allocate up to 100% of the portfolio to cash.

It also allows a mandate up to 20% of the portfolio allocated to international stocks.

"The strategy suits investors seeking a concentrated non-benchmark aware portfolio to complement other diversified strategies," the fund's portfolio manager ST Wong said.

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Wong explained that recent research in the UK showed that concentrated portfolios outperformed diversified portfolios by 400 basis points.

"We have always prioritised capital preservation but feel the potential for 100% cash allocation fills a market need and reflects our mandate for absolute returns over the medium term."

The Prime Value Opportunities Fund has attracted seed money and has been investing since 5 November 2012, delivering a return of 18.6% to 30 April. It is now open to investors and Prime Value expects to cap it at \$250 million to preserve performance.

The flagship Prime Value Growth Fund has delivered investors 14% per annum since inception (to 28 February 2013, net of management fees but not performance fees). It also manages the income-centric Prime Value Imputation Fund, launched in 2001.

Prime Value was awarded Boutique Fund Manager of the Year for the S&P Australian Fund Awards in 2005 and 2006.

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