

## RISK

This is a marketing communication. Please refer to the Prospectus, supplement and KID/KIID (available on our website), which contain detailed information on the Fund's characteristics and objectives and full information on the risks, before making any final investment decisions.

The Fund is an equity fund. Investors should be willing and able to assume the risks of equity investing. The value of an investment and the income from it can fall as well as rise as a result of market and currency movements, and you may not get back the amount originally invested.

Past performance does not predict future returns.

## ABOUT THE STRATEGY

<b>Launch</b>	23.12.2016
<b>Index</b>	MSCI Emerging Markets
<b>Sector</b>	IA Global Emerging Markets
<b>Managers</b>	Edmund Harriss Mark Hammonds CFA
<b>EU Domiciled</b>	Guinness Emerging Markets Equity Income Fund

## OBJECTIVE

The Guinness Emerging Markets Equity Income Fund is designed to provide investors with exposure to high-quality dividend-paying companies in Emerging Markets worldwide. The Fund aims to provide long-term capital appreciation and a source of income that has the potential to grow over time. The Fund is actively managed and uses the MSCI Emerging Markets Index as a comparator benchmark only.

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## COMMENTARY

Ending a sharp rally, emerging markets retreated in sterling terms during November. The MSCI Emerging Markets Net Total Return Index declined 3.2% (all performance figures in GBP unless stated otherwise). The fund outperformed in the weak market, rising 1.3% in the month. Relative outperformance was driven principally by unwinding in the 'AI trade', along with strong performance from Consumer Staples and Chinese domestic holdings within the portfolio.

Emerging markets underperformed developed markets in the month, as the MSCI World fell 0.5%. The US performed in line with the S&P 500 Index, which was down 0.6%. Latin America was the best-performing region, rising 5.2%. EMEA (Europe, the Middle East and Africa) was next, down 2.4%. Asia was the weakest performer, down 4.0%.

Value and growth were both weaker during the month, though value was the outperformer, down 1.8% versus growth down 4.3%.

Among the largest countries, the best performers were Brazil (+6.8%), South Africa (+3.2%) and Mexico (+2.0%). The worst-performing countries were Saudi Arabia (−8.8%), Korea (−8.6%), and the UAE (−7.4%).

The strongest-performing stocks in the portfolio for the month were B3 (+18.2%), BAT (+13.2%), and Elite Material (+8.9%). The weakest performers were Hon Hai (−14.9%), Bank Rakyat Indonesia (−8.2%) and TSMC (−6.7%).

*Analysis continued overleaf*

### NOVEMBER IN REVIEW

Following the US-China trade truce at the end of last month, Xi agreed to postpone restrictions on exports of crucial rare earths for a year, while America will stay tariffs on 100% of Chinese goods, as well as any threat to export controls on subsidiaries of black-listed Chinese firms. The tariff on Chinese goods remains at 47%. China will buy American soya beans again. Trump appeared open to the export of non-advanced semiconductor chips.

Democrat candidate Zohran Mamdani wins the New York mayoral race and is set to succeed Mayor Eric Adams.

In China, a campaign to expand vocational training amid rising graduate unemployment rates gained momentum.

Xi announces China will host the 33rd APEC Economic Leaders' Meeting 2026 in Shenzhen, Guangdong Province.

Taiwan announced an additional \$40bn in defence spending with a budget increase of more than 5% GDP by 2030, signalling heightened fears over China and lower confidence in US protection.

Japan's new prime minister, Sanae Takaichi, doubled down on plans to push its defence spending to over 2% of GDP. Market reaction saw yields rise and the currency weaken.

In Brazil, far-right former president Bolsonaro was jailed. Lula's government delivered on his campaign promise, raising the threshold for income-tax exemptions to 5,000 reais per month and lowering taxes for those earning up to 7,500 reais.

India is forecast to remain the world's fastest-expanding major economy, with growth of 6.5% this financial year.

Gold prices reached record highs, ending the month up 5.9%.

Emerging market currencies gained 1.0%, while the dollar index (DXY) fell 0.3%.

Oil prices fell on loose supply, with Brent declining 2.9%.

### PORTFOLIO UPDATE

This month, we explore in more detail the most recent addition to the portfolio: Anta Sports.

#### **Anta Sports Going Global: From China to the Global Market**

When Xi Jinping visited the Zhangjiakou Olympic Venue in 2017, he was there to check on preparations for China's hosting of the Winter Games five years later. But long before the sporting contest would begin, another domestic champion was enjoying the limelight. The jacket Xi was wearing was made by Anta Sports, a leading China-based apparel brand. Investors noticed the 15-minute appearance and understood the value of this endorsement, sending the company's shares up 3% on the Hong Kong stock exchange.

Beyond being Xi's preferred garment, Anta exemplifies the nation's ambition to project Chinese brands onto the global stage. Well known by Chinese consumers, the brand was founded in Fujian province in 1990, enjoying success in the domestic market before embarking on an ambitious global strategy to capture market share and increase brand recognition. Anta's end-goal is simple, as far back as 2005, executive director and chairman Ding Shizhong asserted, "We're not trying to be China's Nike. We want to be the world's Anta". Although not the hegemon of the global sportswear industry yet, Anta is challenging legacy brands at home and abroad. In its early days as a small shoe manufacturer, the company stitched trainers for Nike; now it faces off against its former client to become the largest sportswear brand in the world. The company has achieved a prophetic rise; as of 2025, Anta is the second largest sportswear company in China by market share after Nike, and among the top three globally in revenue with a recorded RMB 70.8 billion (\$9.8 billion) last year. Driving expansion abroad, Anta is on an upward trajectory with little sign of backing down from its "Single-focus, Multi-brand, Globalisation" strategy.

### Global Expansion

Globally, Anta's presence is supported by a strong portfolio, a strategy that ensures a 'win-win' situation regardless of the global recognition of its flagship brand. In 2019, Anta's majority stake acquisition of the Amer Sport group brought a significant number of foreign brands under its umbrella. Notably, US manufacturer Wilson, Austrian ski brand Atomic, French company Salomon and Canadian outdoor clothing firm Arc'teryx. This created the 'perfect hedge' to weather any volatility from the global consumer base and provided "brand clusters" spanning the segments: Technical Apparel, Outdoor Performance, Ball and Racquet Sports. Acquisition of these outdoor brands have paid off with some achieving a growth rate of 50% in Q3 2025, despite macroeconomic challenges.

This strategy is especially effective to insulate against negative optics. When the company faced allegations in the past from the Better Cotton initiative over its supply chain, many foreign customers switched to alternative brands that were already absorbed into Anta's portfolio. Meanwhile, Chinese consumers were incensed by the notion that foreign companies—Anta's competitors—would seek to take advantage of China's consumer market while being critical of those using Chinese cotton. As a consequence, domestic sales were boosted by patriotic buyers, illustrating an effect sports journalist Mark Dreyer describes as the 'flag versus badge'. Regardless, Anta continues to pursue ESG and in October 2025 received an ESG MSCI rating AA, another mark of confidence for international consumers and investors alike.

### Brand Strategy

In its expansion, Anta shows no signs of slowing down, having become the sole owner of Jack Wolfskin this year, a prominent German outerwear, footwear and equipment brand. The move diversifies its portfolio into the outdoor lifestyle space, extending the group's opportunity in premium and niche markets. As Ding Shizhong explained, the multi-brand approach is to: acquire labels with a 'strong brand value and DNA', unlock further value through 'revitalisation' and invest in 'high potential' early-stage newcomers. In 2024, the group established the Sportswear Industry Innovation Consortium to unite upstream and downstream supply partners with research institutes to tackle core research & development (R&D) challenges. Through targeted investment and 'effective post-acquisition management', Anta enables its brands to establish competitive advantages in their niches. For example, the Japanese brand 'Descente', which Anta operates in China and Asian markets, has engaged high-end consumers through membership programs and professional sporting event partnerships to secure upmarket opportunities. Anta's acquisitions are selective and are accompanied by tailored turnaround plans to address management and brand revitalisation, a strategy that has proven effective for its top performers, Fila and Descente.

In contrast, its domestic competitor, Li Ning, is light on R&D and heavy on national pride. Yet, its limited product offering means the brand remains inaccessibly priced in tier 3 and 4 cities – cutting itself off from large swathes of the domestic consumer base. This combination has left a vacuum for Anta to cater to this demographic, fashioning itself as a 'normal' Chinese brand whilst simultaneously breaking into high-end markets through foreign investments.

### China's Champion

Xi's appearance in 2017 was a priceless seal of political approval, bolstered by international exposure, and Anta spoke to Xi's larger ambitions to position China as a serious player in the global sports industry. Soft power ambitions were presented in 2014 with the release of the 'Number 26' policy outlining plans to create the most significant sports industry in the world. While this isn't something China has accomplished yet, it has produced one of the world's biggest sportswear competitors.

Further, Anta is not only representative of China's ambitions to globalise but has undertaken the strategies coveted for economic upgrading. Its successful vertical integration across its supply chain and focus on in-house R&D, supported by the Innovation Consortium, mean that Anta's own products can encompass many of the value-added areas of manufacture. Coming from humble beginnings as a simple shoe manufacturer in Jinjiang, where there was no shortage of competition, Anta has long been ahead of the curve in recognising the importance of supply chain control to fend off competitors. And as the trend towards innovative technology spreads, the brand is a node of strength in China's productive network – a role model for the next generation of Chinese industry.

### Why Anta?

There are a few explanations for Xi's preference for Anta over other home brands. The well-loved Li Ning brand is Anta's most significant domestic competitor; however, after a televised snub in 2016 from Yi Jianlian (China's second most successful NBA player), the scales tipped in Anta's favour. On his return to the CBA, which was in an official partnership with Li Ning Sports at the time, Yi found himself obligated to wear the brand's shoes during official games despite being under contract with Nike. In response, Jianlian quit both his Li-Ning trainers and the court, only to return in the third quarter wearing his Nike shoes. An embarrassment for the Chinese brand and a ringing endorsement for a foreign competitor. It follows that Xi would turn his sights to the prodigal child of the sportswear industry to represent the 2022 Beijing Winter Olympics.

Moreover, Xi's association with the brand was not new. Before his personal endorsement, the brand had thrown considerable weight behind the government's push to promote winter sports, with a full range of clothes complemented by exclusive distribution rights in China for the ski-wear brand Descente in 2016. Anta had also been the Olympic partner to the Chinese team since 2008 during Xi's vice presidency. The association between Xi and Anta was mutually beneficial, and the brand underscores its social value as 'support the development of a strong sporting nation', a homegrown Chinese sportswear brand that complements Xi's vision for the future of China's sports industry.

### The Global Consumer

Anta doesn't just appeal to the China-centric consumer; like its portfolio, the group has diversified its image to reach a global audience. A basic strategy in sports marketing is the asset of a 'Star Player', an athlete whose image transcends borders and culture to gain international recognition and a fan base. Think Beckham, Messi, Ronaldo. In the case of Anta, sponsorships with NBA players Kyrie Irving (nine-time All-Star, three-time member of the All-NBA Team) and Klay Thompson (four-time NBA champion, five-time NBA All-Star), attract the significant NBA fanbase at home and, more importantly, strengthen the prospect of effective expansion into North America, specifically with younger buyers. Anta had its 'star politician' in Xi Jinping, but abroad, local awareness will be the key to challenging legacy brands such as Adidas and Nike. For instance, earlier this year, Anta announced its first brick-and-mortar shop in Beverly Hills, confronting Nike on its home turf. In this qualifying round for the American luxury shopper, 'star players' will help build cultural resonance and product authenticity with their opposition's most loyal fans.

Beyond the US, Anta has demonstrated significant expansion into emerging markets by pursuing growth in Southeast Asia and has established a notable partnership with South Korea's largest fashion platform, Musinsa. Anta achieved nearly double-digit growth in retail sales in Southeast Asia in H1 2025, with plans to open 1,000 new brand stores across the region over the next three years. Its strategy towards Asia is two-pronged: following the positive reception for its brand, Anta is expanding its core business, and balancing risk through diversification by partnering with (non-sports exclusive) e-commerce brands. Critically, Anta has its finger on the pulse of the Southeast Asian market; parallels in the region's consumer culture make it easy to export its China model abroad. Rising levels of disposable income and growing use of e-commerce platforms will also play a significant role in driving appetite in Asia, which Anta is meeting head-on.

### Looking Ahead

Strategically, Anta is well-positioned to expand sales, not shying away from retail and e-commerce partnerships. As the younger consumer base veers towards content-driven shopping on digital platforms, steering the market towards a personalised retail experience, Anta has adapted to meet the trend. Sales on streaming platforms such as Red and TikTok are robust, offering discounts which attract the influx of scrolling users. In comparison, Nike and Adidas have favoured their own stores, websites and apps to gain a tighter grip on consumers and claw back profits, lacking Anta's consumer-centric approach.

## OUTLOOK

In the parts of the market that we invest in, our expectation is that the results of the business will ultimately be the dominant driver of returns. Provided we believe the underlying business performance will be sound, the turbulence we have seen in stock prices can therefore present opportunities.

Our focus is on the cash-based return on capital a business generates; the business must therefore be profitable and management must allocate capital rationally. The requirement that companies must have strong balance sheets generally makes them less dependent on capital markets (they do not have large debt burdens to refinance). And by looking at companies' performance over a long time horizon (at least eight years), gain increased confidence that the business is likely to continuing to perform well when handling challenging circumstances in future.

### Portfolio Managers

Edmund Harriss  
Mark Hammonds

**GUINNESS EMERGING MARKETS EQUITY INCOME FUND - FUND FACTS**

Fund size	\$19.4m
Fund launch	23.12.2016
OCF	0.77%
Benchmark	MSCI Emerging Markets
Historic yield	4.0% (Y GBP Dist)

**GUINNESS EMERGING MARKETS EQUITY INCOME FUND - PORTFOLIO**

Top 10 holdings		Sector		Country	
Elite Material	3.0%	Financials	24.7%	China	38.1%
ICBC	2.9%	Information Technology	21.6%	Taiwan	21.7%
Hypera	2.9%	Consumer Discretionary	21.5%	Brazil	8.5%
B3 SA - Brasil Bolsa Balcao	2.9%	Consumer Staples	19.0%	India	8.0%
British American Tobacco	2.8%	Health Care	5.5%	UK	5.4%
China Merchants Bank	2.8%	Communication Services	2.7%	Mexico	5.4%
Inner Mongolia Yili Industrial	2.8%	Industrials	2.6%	Peru	2.8%
Arca Continental SAB de CV	2.8%	Cash	2.3%	Thailand	2.7%
Porto Seguro	2.8%			Greece	2.6%
Suofeiya Home Collection	2.8%			Indonesia	2.5%
Top 10 holdings	28.5%				
Number of holdings	36				

## Guinness Emerging Markets Equity Income Fund

Past performance does not predict future returns.

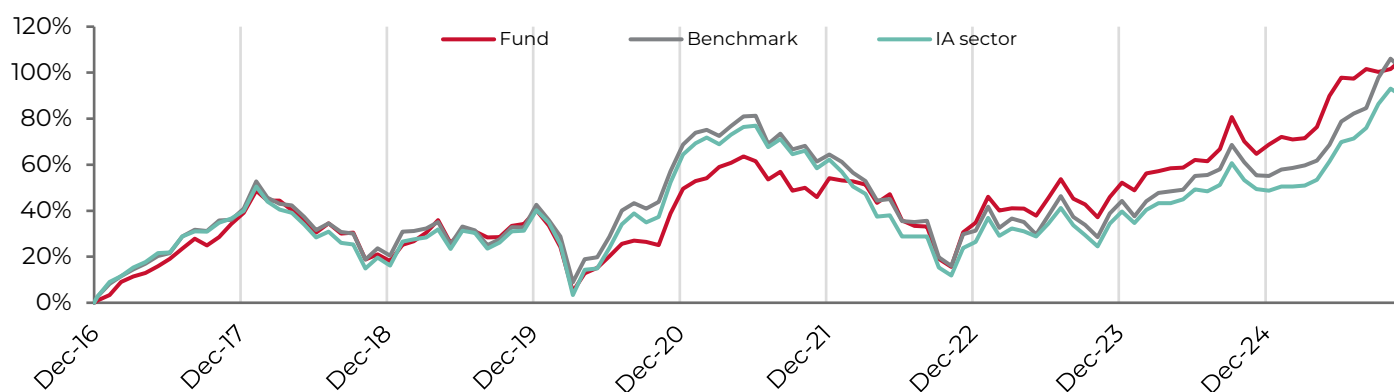
### GUINNESS EMERGING MARKETS EQUITY INCOME FUND - CUMULATIVE PERFORMANCE

(GBP)	1 Month	YTD	1 yr	3 yr	5 yr	10 yr
Fund	+1.4%	+15.4%	+20.1%	+40.3%	+49.6%	-
MSCI Emerging Markets	-3.2%	+22.6%	+24.2%	+35.7%	+29.0%	-
IA Global Emerging Markets TR	-2.6%	+20.6%	+21.8%	+34.1%	+25.4%	-
(USD)	1 Month	YTD	1 yr	3 yr	5 yr	10 yr
Fund	+2.2%	+22.1%	+25.2%	+56.2%	+48.5%	-
MSCI Emerging Markets	-2.4%	+29.7%	+29.5%	+51.0%	+28.0%	-
IA Global Emerging Markets TR	-1.8%	+27.6%	+26.9%	+49.2%	+24.5%	-
(EUR)	1 Month	YTD	1 yr	3 yr	5 yr	10 yr
Fund	+1.7%	+8.9%	+13.9%	+38.5%	+53.1%	-
MSCI Emerging Markets	-2.9%	+15.7%	+17.9%	+33.9%	+32.0%	-
IA Global Emerging Markets TR	-2.3%	+13.8%	+15.5%	+32.4%	+28.3%	-

### GUINNESS EMERGING MARKETS EQUITY INCOME FUND - ANNUAL PERFORMANCE

(GBP)	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Fund	+12.9%	+6.6%	-1.6%	+4.0%	+3.4%	+14.2%	-9.8%	+25.8%	-	-
MSCI Emerging Markets	+9.4%	+3.6%	-10.0%	-1.6%	+14.7%	+13.9%	-9.3%	+25.4%	-	-
IA Global Emerging Markets TR	+8.2%	+4.3%	-12.2%	-0.5%	+13.6%	+16.0%	-11.8%	+24.4%	-	-
(USD)	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Fund	+10.9%	+12.9%	-12.6%	+3.0%	+6.7%	+18.8%	-15.1%	+37.7%	-	-
MSCI Emerging Markets	+7.5%	+9.8%	-20.1%	-2.5%	+18.3%	+18.4%	-14.6%	+37.3%	-	-
IA Global Emerging Markets TR	+6.3%	+10.5%	-22.0%	-1.4%	+17.3%	+20.7%	-16.9%	+36.2%	-	-
(EUR)	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Fund	+18.3%	+9.1%	-6.8%	+10.9%	-2.2%	+20.9%	-10.8%	+20.9%	-	-
MSCI Emerging Markets	+14.7%	+6.1%	-14.9%	+4.9%	+8.5%	+20.6%	-10.3%	+20.6%	-	-
IA Global Emerging Markets TR	+13.4%	+6.8%	-16.9%	+6.1%	+7.6%	+22.9%	-12.7%	+19.7%	-	-

### GUINNESS EMERGING MARKETS EQUITY INCOME FUND - PERFORMANCE SINCE LAUNCH (USD)



Source: FE fundinfo net of fees to 30.11.25. Investors should note that fees and expenses are charged to the capital of the Fund. This reduces the return on your investment by an amount equivalent to the Ongoing Charges Figure (OCF). The current OCF is 0.77%. Returns for share classes with a different OCF will vary accordingly. Transaction costs also apply and are incurred when a fund buys or sells holdings. The performance returns do not reflect any initial charge; any such charge will also reduce the return. Historic yield reflects the distributions declared over the past 12 months expressed as a percentage of the mid-market price, as at the latest month end. It does not include any preliminary charges. Investors may be subject to tax on the distribution.

## IMPORTANT INFORMATION

**Issued by Guinness Global Investors**, a trading name of Guinness Asset Management Limited, which is authorised and regulated by the Financial Conduct Authority.

This report is primarily designed to inform you about equities and equity markets invested in by the Guinness Emerging Markets Equity Income Fund. It may provide information about the Fund's portfolio, including recent activity and performance. It contains facts relating to the equity markets and our own interpretation. Any investment decision should take account of the subjectivity of the comments contained in the report. OCFs for all share classes are available on [www.guinnessgi.com](http://www.guinnessgi.com).

This document is provided for information only and all the information contained in it is believed to be reliable but may be inaccurate or incomplete; any opinions stated are honestly held at the time of writing, but are not guaranteed. The contents of the document should not therefore be relied upon. It should not be taken as a recommendation to make an investment in the Fund or to buy or sell individual securities, nor does it constitute an offer for sale. If you decide to invest, you will be buying shares in the Fund and will not be investing directly in the underlying assets of the Fund.

### Documentation

The documentation needed to make an investment, including the Prospectus, Supplement, Key Information Document (KID) / Key Investor Information Document (KIID) and the Application Form, is available in English from [www.guinnessgi.com](http://www.guinnessgi.com) or free of charge from:-

- the Manager: Waystone Management Company (IE) Limited (Waystone IE) 2nd Floor 35 Shelbourne Road, Ballsbridge, Dublin D04 A4E0, Ireland; or,
- the Promoter and Investment Manager: Guinness Asset Management Ltd, 18 Smith Square, London SW1P 3HZ.

Waystone IE is a company incorporated under the laws of Ireland having its registered office at 35 Shelbourne Rd, Ballsbridge, Dublin, D04 A4E0 Ireland, which is authorised by the Central Bank of Ireland, has appointed Guinness Asset Management Ltd as Investment Manager to this fund, and as Manager has the right to terminate the arrangements made for the marketing of funds in accordance with the UCITS Directive.

### Investor Rights

A summary of investor rights in English, including collective redress mechanisms, is available here: <https://www.waystone.com/waystone-policies/>

### Residency

In countries where the Fund is not registered for sale or in any other circumstances where its distribution is not authorised or is unlawful, the Fund should not be distributed to resident Retail Clients. **NOTE: THIS INVESTMENT IS NOT FOR SALE TO U.S. PERSONS.**

### Structure & regulation

The Fund is a sub-fund of Guinness Asset Management Funds PLC (the "Company"), an open-ended umbrella-type investment company, incorporated in Ireland and authorised and supervised by the Central Bank of Ireland, which operates under EU legislation. If you are in any doubt about the suitability of investing in this Fund, please consult your investment or other professional adviser.

### Switzerland

This is an advertising document. The prospectus and KID for Switzerland, the articles of association, and the annual and semi-annual reports can be obtained free of charge from the representative in Switzerland, REYL & Cie S.A., Rue du Rhône 4, 1204 Geneva, Switzerland. The paying agent is Banque Cantonale de Genève, 17 Quai de l'Île, 1204 Geneva, Switzerland.

### Singapore

The Fund is not authorised or recognised by the Monetary Authority of Singapore ("MAS") and shares are not allowed to be offered to the retail public. The Fund is registered with the MAS as a Restricted Foreign Scheme. Shares of the Fund may only be offered to institutional and accredited investors (as defined in the Securities and Futures Act (Cap.289)) ('SFA') and this material is limited to the investors in those categories.

Telephone calls will be recorded and monitored