



FRIENDS PROVIDENT



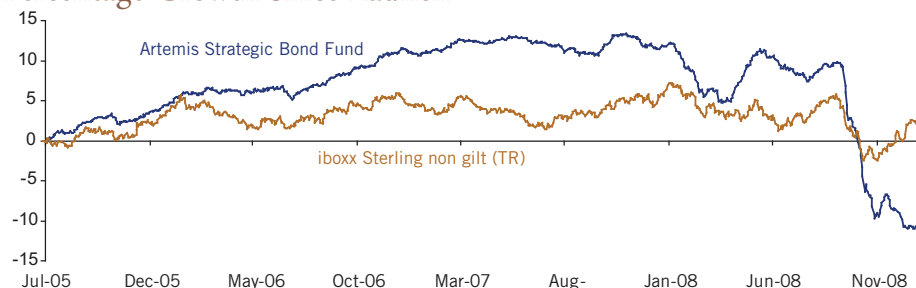
# Artemis Strategic Bond Fund

January 2009

Performance	Since Launch*	3 Year	1 Year	6 months	3 months
Strategic Bond Fund†	-11.1	-14.6	-20.2	-17.8	-11.7
iBoxx Sterling non gilt†	1.9	-1.6	-4.1	-0.0	1.5
Position in Sector	19/41	20/42	35/52	40/55	42/57
Quartile	2	2	3	3	3

Please remember that past performance is not a guide to the future. \*Data from 30 June 2005, due to the fixed price period of the Fund. Source: Lipper Limited, bid to bid in sterling with net income reinvested to 31 December 2008. All figures show total returns. † Percentage Growth. Sector is UK Other Bond.

## Percentage Growth Since Launch



Source: Lipper Limited, bid to bid in sterling with net income reinvested to 31 December 2008. Data from 30 June 2005, due to the fixed price period of the Fund. All figures show total return.

## Key Points

### Artemis

- All fund managers choose to invest their own money in Artemis funds which means their interests are closely aligned with those of our investors.
- We take a pragmatic investment approach and do not categorise our funds as value or growth.
- Each of our ten unit trusts are 'benchmark aware, not driven', investing in a share only if it is going to add value, not because it represents a percentage of the index.

### Fund Managers

Managed by James Foster, who has 16 years experience of managing bond funds and was one of the first to establish a retail bond fund in the UK, and Alex Ralph who joined Artemis from F&C and has experience of managing all the major bond asset classes.

### Fund

- The Fund aims to achieve a total return by investing in fixed income markets. It has the freedom to invest selectively in other markets and asset classes, as and when the managers see fit.
- Unlike many bond funds which invest purely for yield and often choose just one area on which to concentrate, this fund's scope is widespread. It ranges from government bonds through to investment grade, high yield and index-linked bonds.
- By choosing the bonds that are right for the particular stage of the economic cycle, the managers aim to preserve capital in tough times and profit when conditions are good.
- The managers look at both macro and micro factors, examining how each one fits into what is happening in bond markets.
- The Fund was awarded 1st Place Fixed Income GBP Sector over 1 year at the Standard & Poor's UK Fund Awards 2007.

## Fund Ratings



Fund size (offer basis): £309.7m  
 Distribution yield:\*\* 9.3%  
 Initial charge: 5.25%  
 Annual management charge: 1.0%



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**For Professional Advisers Only.** Issued by Artemis Fund Managers Ltd which is authorised and regulated by the Financial Services Authority ([www.fsa.gov.uk](http://www.fsa.gov.uk)), 25 The North Colonnade, Canary Wharf, London, E14 5HS and is a member of the IMA. Artemis Fund Managers Limited is a member of the Artemis Marketing Group. We only market our own unit trusts. Please remember that past performance is not a guide to future performance. The value of an investment and any income from it can fall as well as rise as a result of market and currency fluctuations and you may not get back the amount originally invested. In order to offer a higher yield, a proportion of the Artemis Strategic Bond Fund will be invested in higher risk securities that may increase the risk to your capital. In particular, there can be no assurance that capital appreciation will occur in the early years as initial charges are levied on your investment and charges are not made uniformly throughout the life of your investment. Investments in fixed interest securities and bonds are subject to credit and market risk. The value of the underlying assets and therefore the value of units in this Fund will be impacted by fluctuations in interest rates and the perceived credit risk of an issuer. \*\*The distribution yield reflects the amounts that may be distributed over the next twelve months as a percentage of the mid-market unit price of the fund as at the date shown. It does not include any preliminary charge and investors may be subject to tax on distributions. The distribution yield is also the underlying yield for the fund.

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