

Q4 2024

# HEPTAGON KETTLE HILL US L/S EQUITY FUND\*

\*A sub-fund of Heptagon Fund ICAV

The Fund has been classified as an Article 6 for the purposes of the EU's Sustainable Finance Disclosure Regulation ('SFDR'). The Fund takes sustainability criteria into account within the investment process but does not have sustainable investment as its objective and does not promote environmental or social characteristics

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# IMPORTANT INFORMATION

The following presentation provides information on the Heptagon Kettle Hill US L/S Equity Fund (the "Fund"), a sub-fund of Heptagon Fund ICAV which is an open-ended umbrella type investment company authorised pursuant to UCITS regulations. Heptagon Capital Limited ("Heptagon") is the Investment Manager and Kettle Hill Capital Management, LLC ("Kettle Hill") is the Sub-Investment Manager meaning Kettle Hill exercises discretionary investment authority over the Fund.

Kettle Hill has been managing Kettle Hill Partners, LP, a Delaware Limited Partnership available for U.S. accredited investors since its inception in June 2003. The Fund has the same Portfolio Manager and investment team, the same investment objective and uses the same philosophy and strategy as Kettle Hill Partners, LP. Since the Fund has a relatively short time period, the following presentation makes extensive reference to Kettle Hill Partners, LP to provide a better understanding of how the team has managed this strategy over a longer time period. Net returns for Kettle Hill Partners, LP are net of 1.5% management fee and 20% performance fee.

Kettle Hill manages the Fund according to the same investment principles, philosophy and execution of approach as those used for Kettle Hill Partners, LP, however it should be noted that due to certain factors including, but not limited to, differences in cash flows, fees, expenses, performance calculation methods, and portfolio sizes and composition, there may be variances between the investment returns demonstrated by each portfolio in the future.

For the same reason, although the following presentation makes extensive reference to the performance of Kettle Hill Partners, LP since its inception in 2003, it is provided purely for indicative purposes to demonstrate how Kettle Hill has performed historically in its role as investment advisor to this specific strategy. The performance for Kettle Hill Partners, LP is not the performance of the Fund and is not an indication of how the Fund would have performed in the past or will perform in the future. This material should not be viewed as a solicitation or offer of services by Kettle Hill. It is provided for informational purposes only. The information contained herein does not constitute an offer to sell or the solicitation of an offer to purchase any U.S. registered security or U.S. investment product.

Any performance data quoted represents past performance. Performance figures are also shown for the Hedge Fund Research HFRX Equity Hedge ("HFRX") Index. The HFRX Index is a trademark of the Hedge Fund Research® Company. The HFRX Index utilizes a rigorous quantitative selection process to represent the larger hedge fund universe.

The investment return and principal value of an investment will fluctuate so that the investor's shares, when redeemed, may be worth more or less than their original cost. Any investor should consider the investment objectives, risks and charges and expenses of the Fund carefully before investing. The Funds' prospectus and simplified prospectus contain these and other important information about the Fund. The prospectus should be read carefully before investing. Please email [london@heptagon-capital.com](mailto:london@heptagon-capital.com) for a free copy of these documents.

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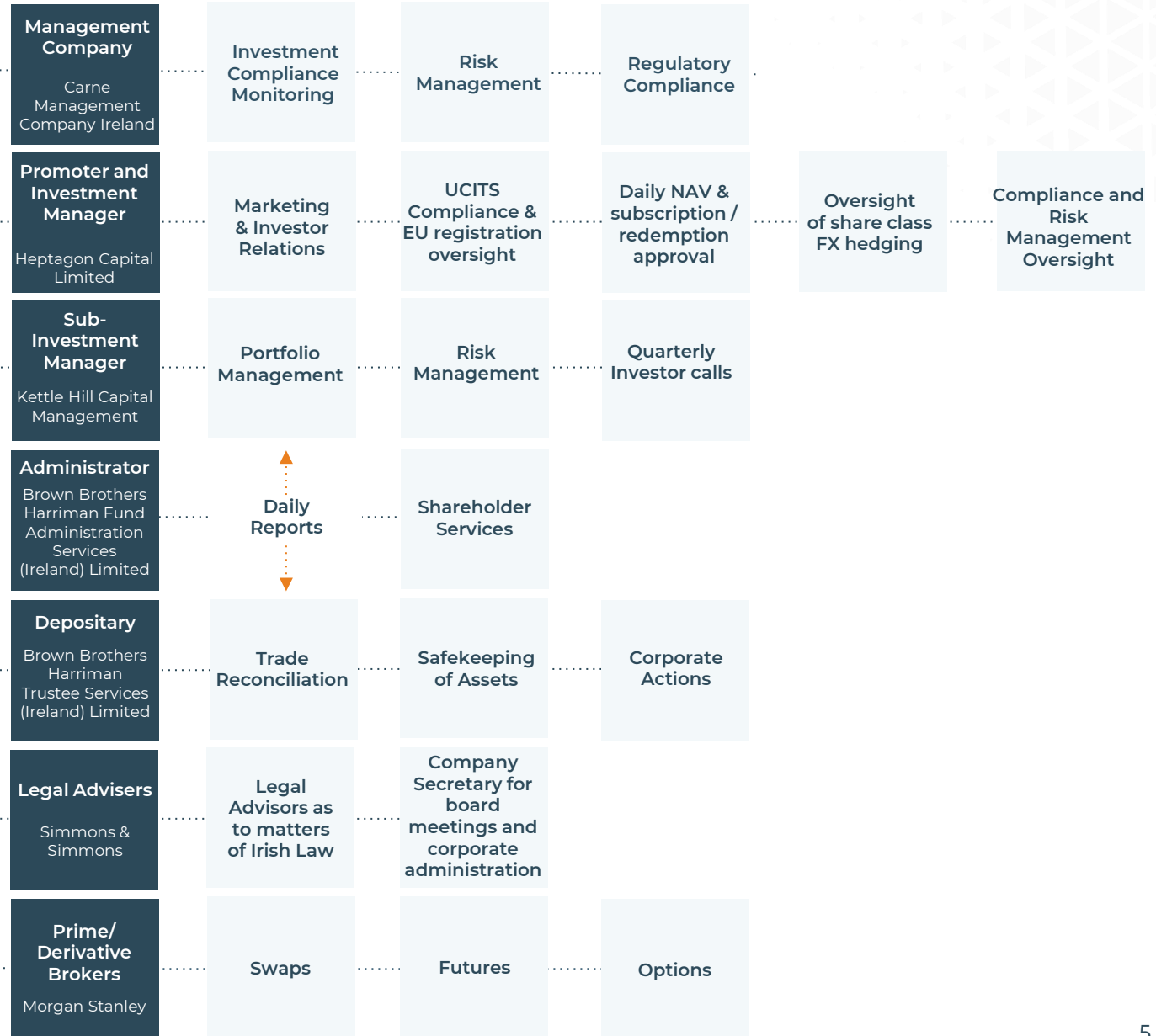
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# THE INVESTMENT MANAGER & SUB-INVESTMENT MANAGER

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# IRISH UCITS FUND STRUCTURE

The diagram below explains the Irish UCITS fund structure and the relationship between the Investment Manager, Sub-Investment Manager and other relevant service providers for the Heptagon Kettle Hill US L/S Equity Fund.



# INVESTMENT MANAGER - HEPTAGON CAPITAL

Independent  
boutique  
asset  
management  
firm

**\$14.3bn\*\***  
Assets under  
Management  
and Advice

Established in  
2005

5 Office  
Locations

45 Total  
Employees

18 Different  
Nationalities

17  
Languages

## Heptagon Capital

### Heptagon UCITS Fund Platform

#### In-house

- Heptagon European Focus Equity Fund
- Heptagon Future Trends Equity Fund
- Heptagon Future Trends Hedged Fund

#### Sub-advised

- Driehaus Emerging Markets Sustainable Equity Fund
- Driehaus US Micro Cap Equity Fund
- Driehaus US Small Cap Equity Fund
- **Heptagon Kettle Hill US L/S Equity Fund**
- Kopernik Global All-Cap Equity Fund
- Qblue Global Sustainable Leaders Fund
- WCM Global Equity Fund
- Yacktman US Equity Fund

### External Manager Platform

- Hedge Funds
- Private Equity
- Alternative Funds
- Long Only Funds
- Real Estate

### Discretionary Portfolio Management

- Discretionary Portfolio Management
- Concentrated Equity Management
- Hedging and Overlay Strategies
- Asset Allocation Advice
- Bespoke Mandates

Signatory of:



*PRI is a leading global network for investors who are committed to integrating environmental, social and governance considerations into their investment practices and ownership policies. Heptagon signed the UN PRI on 10th July 2019.*

*\*Heptagon Capital includes Heptagon Capital Limited, licensed to conduct investment services by the Malta Financial Services Authority and Heptagon Capital LLP, authorised and regulated by the Financial Conduct Authority*

*\*\* As of 30/06/2024*

# SUB-INVESTMENT MANAGER - KETTLE HILL

## Inefficient Target Market

- Focus primarily on US small caps
- Emphasis on underfollowed, misunderstood and mispriced opportunities

## Experienced Portfolio Manager

- Investing in small caps since 1996
- Managing the strategy since June 1, 2003

## Experienced Team

- Specialists in US small cap stock research
- Long-standing professional relationships in a team-oriented culture

## Disciplined Investment

- Rigorous, disciplined and scalable investment process
- Utilise a combination of value and momentum investing
- Active portfolio management using long and short positions
- Emphasis on capital preservation in volatile markets

## Performance

- 8.3% annualised return, 7.6% annualised volatility since inception, net of fees\*
- Annualised alpha since inception is approximately 6.9% vs HFRX Index\*

## Strategy AUM

- \$535m\*

*Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.*

\*Source: Data for Kettle Hill Partners, LP, Morningstar as of 30/09/2024

## Key Points of Differentiation



Focus on inefficient segment of the marketplace - **US Small Cap Long/Short**



A **contrarian value** investment strategy utilising a growth investor tool kit



Thorough **fundamental bottom-up** research combined with macro awareness



Seeking **asymmetric payoff** profile



An **active trading orientation** to portfolio and net exposure management



Strict risk management discipline



19-year live strategy track record



Kettle Hill Partners, LP is a long/short equity hedge fund that seeks to generate superior rates of return in any market environment by investing primarily in domestic small-cap stocks. Independent thinking, unique stock selection, excellent fundamental research, and sound investment discipline provide an attractive risk/reward opportunity for our limited partners.



# KETTLE HILL TEAM

The below table shows all employees at Kettle Hill. The Portfolio Manager and Analysts are responsible for the portfolio management (including idea generation, portfolio construction, security selection, investment research and risk management) of the Fund. Compliance and Trading personnel at Kettle Hill also support the Fund's activities.

The Portfolio Manager has managed the strategy since June 2003 and is supported by a well-resourced team of experienced investment professionals.

## Portfolio Manager

### **Andrew Y. Kurita, CFA**

Chief Investment Officer/Portfolio Manager

Portfolio Management Experience: 21 years

US Micro/Small – Industrials/Financials

Investing Experience: 28 years

Firm Experience: 21 years

## Analysts

### **Daniel Levens-Lowery**

Generalist Analyst

US Micro/Small

Investing Experience: 6 years

Firm Experience: 1 years

### **James M. Moynihan, CFA**

Generalist Analyst

US Micro/Small

Investing Experience: 26 years

Firm Experience: 14 years

### **Brian M. Cullinane**

Generalist Analyst

US Micro/Small

Investing Experience: 14 years

Firm Experience: 7 years

## Compliance and Trading

### **Afroz Qadeer**

Chief Executive Officer

Investing Experience: 31 years

Firm Experience: 9 years

### **Bryan R. Kiss, CPA**

Chief Financial Officer/  
Chief Compliance Officer

Investing Experience: 27 years

Firm Experience: 21 years

### **Brian R. Appleton**

Director of Marketing

Investor Relations

Capital Markets Experience: 27 years

Firm Experience: 10 years

### **Paul M. Basile**

Trader

Trading Experience: 31 years

Firm Experience: 19 years

# THE CASE FOR U.S. SMALL CAP STOCKS

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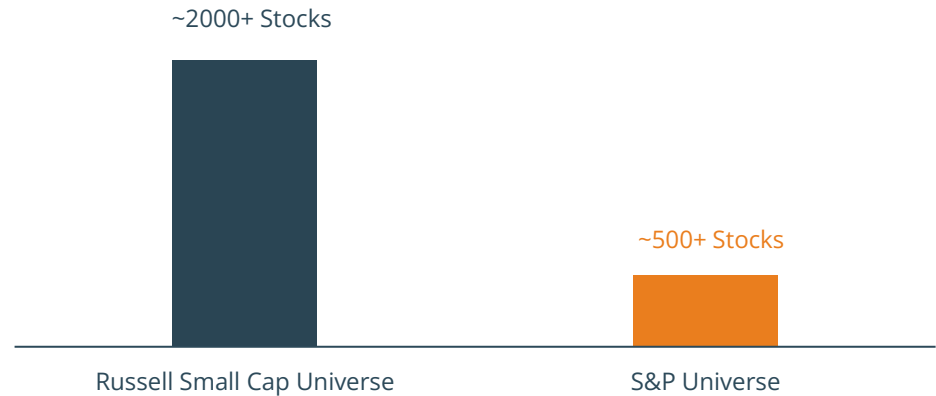


# THE CASE FOR U.S. SMALL CAP STOCKS

## I Growing Passive Investments

- Increases in passive investments lead to higher correlations, which may add to mispricing of securities
- Forced rebalancing can create 'noise'
- Increasingly opportunities appearing outside small-cap index (new issues, spin-offs, restructurings, "fallen angels")

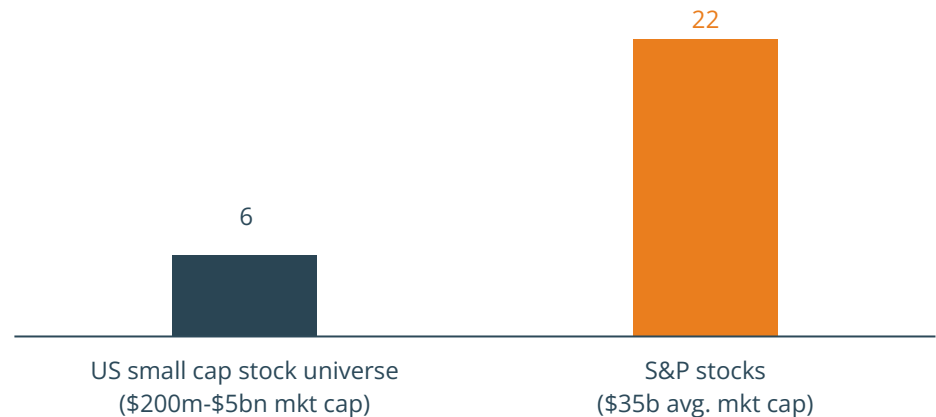
## Larger Addressable Investment Universe



## I Less Research Focus in Small Cap Universe

- Numerous opportunities within small-cap subset of the market
- Less focus, scarce information may inhibit some investor's ability to calculate risks
- Higher volatility, less liquidity – certain investors avoid / exclude small-caps

## Average Analyst Coverage per Stock



# THE CASE FOR U.S. SMALL CAP STOCKS

## Small Cap Universe

- Market Capitalisation, which includes Russell 2000
- Minimum average daily dollar trading volume of \$1m
- 75% of universe trades over \$3 million per day on average

## Inefficient Market

- Sell-side research coverage is limited
- Liquidity constraints limit buy-side research coverage
- Extreme valuation swings create greater opportunities

## Better Long Opportunities

- More “fallen angels”
- Asymmetric risk/reward targets with significantly more upside versus downside potential, based on valuation of tangible assets and worst-case cash flow estimate

## Better Short Opportunities

- One-hit wonders, companies in secular decline, poor management teams, less diversified business models

## Bigger Catalysts

- Change in small companies is often more significant and more frequently misunderstood than for larger companies
- New products, new management, M&A, spinoffs, divestitures, IPOs, restructurings, liquidity, financings, industry supply/demand, change in industry structure

# INVESTMENT PHILOSOPHY AND PROCESS

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## Inefficient Universe

- Limited sell-side, buy-side, media coverage, greater impact of change vs large caps
- Target asymmetric risk/reward investment opportunities

## Contrarian Value Philosophy

- Fundamental based value-orientation, utilising a growth investor toolkit (modeling, forecasting, due diligence/channel checks)
- Original ideas, "Fallen Angels", overlooked/unfavoured industries and sectors

## Proprietary Research

- Rely on in-house research to identify and screen opportunity set
- Focus on primary research, catalyst identification and thesis validation
- Ongoing monitoring of position specific news, trends and events
- In-house due diligence, survey analyst focused on finding current, pertinent data that will enhance research efforts
- Uncover leading indicators that predict contrarian outcomes
- Long and short positions should be alpha generators

## Active Exposure Management

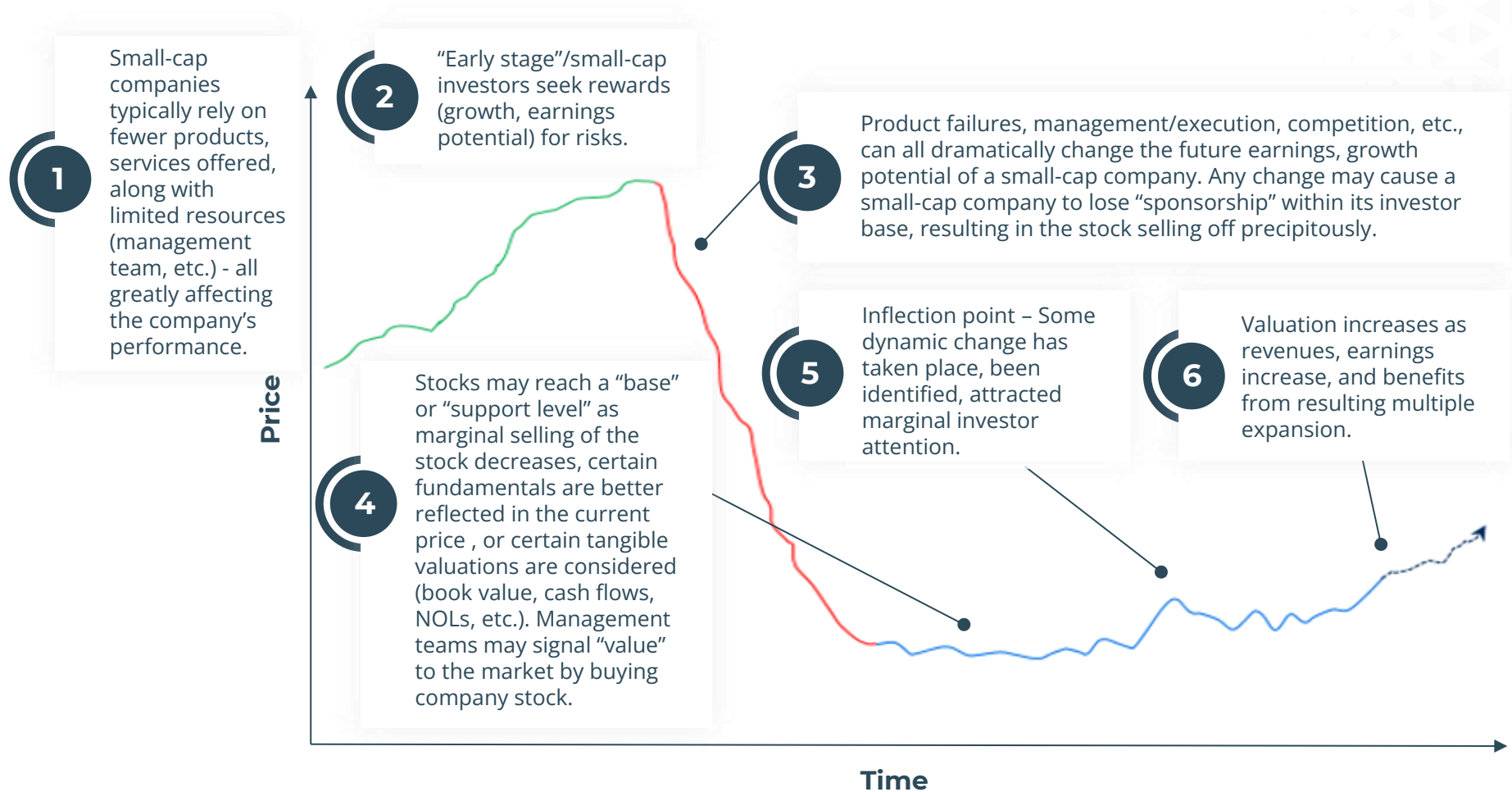
- Active portfolio and net exposure management at portfolio and position levels based on market view, macro environment, hedge fund positioning, risk/reward, short-term trading considerations and time to catalyst

## Risk Management

- Adhere to well defined risk parameters at portfolio and position levels
- Establish position and industry sizing guidelines
- Utilise position and portfolio level stop loss guidelines
- Focus on capital preservation during volatile times – seek to avoid permanent loss of capital
- Maintain portfolio liquidity and opportunity set

# INVESTMENT PHILOSOPHY

## I Ideal Kettle Hill Stock – “The Fallen Angel”



# IDEA GENERATION & DUE DILLIGENCE PROCESS





# TYPICAL PORTFOLIO CHARACTERISTICS

55-80 positions

Longs  
30-40

Shorts  
25-40

## Typical Exposure Ranges

- Gross: 70% - 120%
- Net: 10% - 60%
- Avg.: +25%
- Target L/S ratio: 2:1

### Long Component

#### Stable Value

- 10-15 positions
- 3% avg. size
- Return Expectations: -5% to +20%

#### Deep Value

- 10-15 positions
- 3% avg. size
- Return Expectations: -10% to +40%

#### Asymmetric Value

- 10-15 positions
- 1% avg. size
- Return Expectations: -20% to +100%

### Tactical Component

#### Long and Short

- Long and Short
- Shorter term
- Exposure Management
- Individual Equities
- ETFs

### Short Component

#### Fundamental

- 20-25 positions
- 1.5% avg. size
- Return Expectations: -10% to +20%

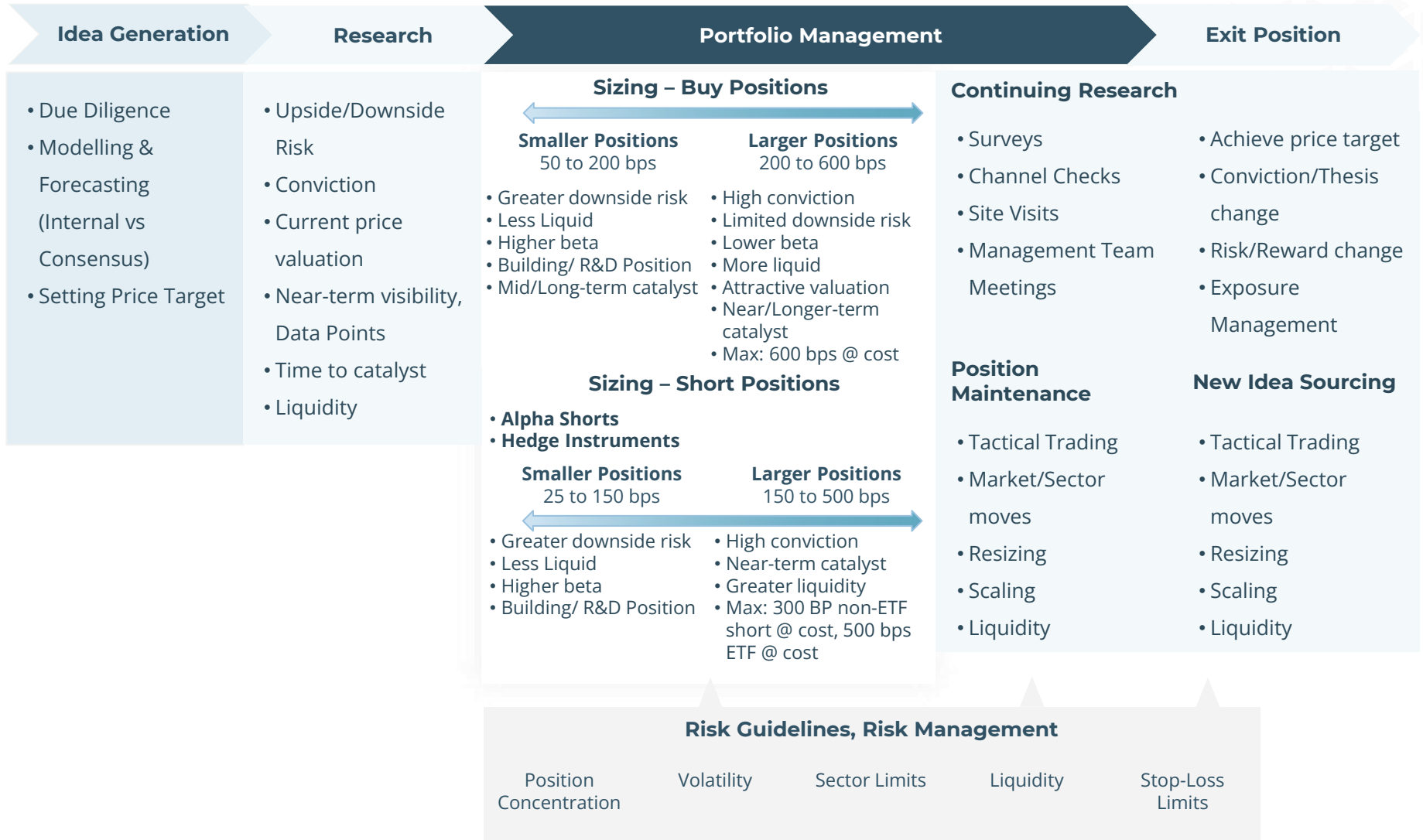
#### Thematic

- 5-10 positions
- 0.5% avg. size
- Return Expectations: -20% to +50%

## Security Selection and Research Process

*Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.*

# PORTFOLIO CONSTRUCTION: BUILDING/MANAGING POSITIONS



## Directional: 40% Net Long

- Number, size/convictions in longs/shorts
- Relative market valuation, volatility
- Overall portfolio volatility
- Risk management

## Micro/Macroeconomic Factors

- Sector strength/weakness, catalysts
- Key economic indicators (i.e. – changes in monetary, fiscal policy, unemployment, etc)
- Changes in currencies, commodities markets
- Cycles/trends: momentum vs. fundamental, growth vs. value

## Less Directional/Defensive: 10% Net Long

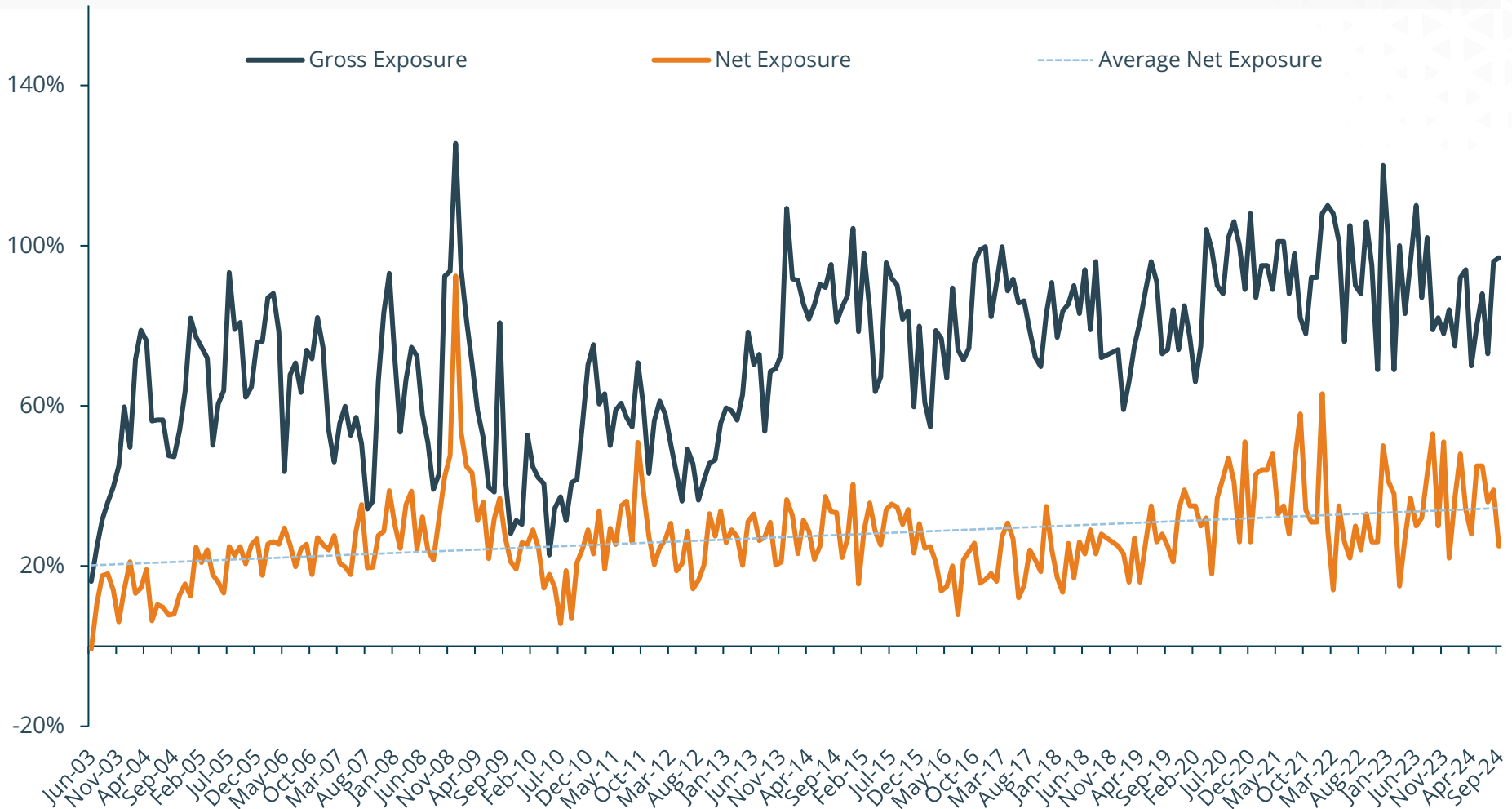
## Exposure Management Inputs:

- Bottom-up fundamental analysis on individual securities
- Net sector exposure management
- State of equity curve
- PM's overall market / economy viewpoint
- Hedge Fund positioning

# HISTORICAL NET AND GROSS EXPOSURE

30/06/2003 – 30/09/2024

- Kettle Hill Partners, LP has averaged 25% net exposure since inception in 2003
- No significant leverage/derivatives utilised since inception



Sources: Kettle Hill Partners LP, Morningstar

# RISK MANAGEMENT GUIDELINES

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# RISK MANAGEMENT AND GUIDELINES

## Exposure

- Beta-adjusted net, gross and industry exposure monitored regularly

## Leverage

- Maximum of 150% gross exposure
- Rarely employed

## Position Size

- 6% maximum long position at cost
- 3% maximum non-ETF short position at cost
- 5% maximum ETF short position at cost

## Liquidity

- Average position may generally be liquidated within a week, based on one-third of average daily trading volume
- Approximately 1% maximum individual positions in less actively traded stocks
- Approximately 10% maximum aggregate portfolio limit for less actively traded stocks

## Industry Limits

- Approximately 20% maximum net industry concentration

## Stop Loss

- Approximately 20% stop-loss on individual positions from cost
- Approximately 5% portfolio loss triggers reduction in net and gross exposure

# RISK MANAGEMENT AND GUIDELINES

**| Position and Portfolio Level Inputs + Underlying Exposures + Implied Sensitivities = Potential Outcomes**



## Periodic Position, Portfolio Level Analysis

- Returns based analysis
- Position, sector & geographic marginal contribution to risk
- Correlation analysis
- Index, factor analysis
- Liquidity analysis
- Fundamental and technical factors
- Scenario analysis (stress testing)
- Risk decomposition
- Beta decomposition across correlation and volatility



## Risk Management

- Conscious of significant underlying bets being made within the Fund:
  - Country, sector, currency, security-specific risks
  - Correlations
  - Betas
  - Market, sector and individual security volatility
- Vital inputs when constructing portfolio:
  - Managing exposure levels
  - Liquidity
  - Sector and individual security volatility
- State of equity curve important in determining risk level of portfolio
- Adherence to risk discipline with respect to risk guidelines

**Qualitative + Quantitative  
Inputs**



**Portfolio Manager  
Experience**



**Portfolio Construction +  
Risk Management**

# PERFORMANCE- KETTLE HILL US L/S EQUITY FUND\*



\* A sub-fund of Heptagon Fund ICAV, an Irish UCITS vehicle



# PERFORMANCE OF KETTLE HILL US L/S EQUITY FUND

as of 30/09/2024

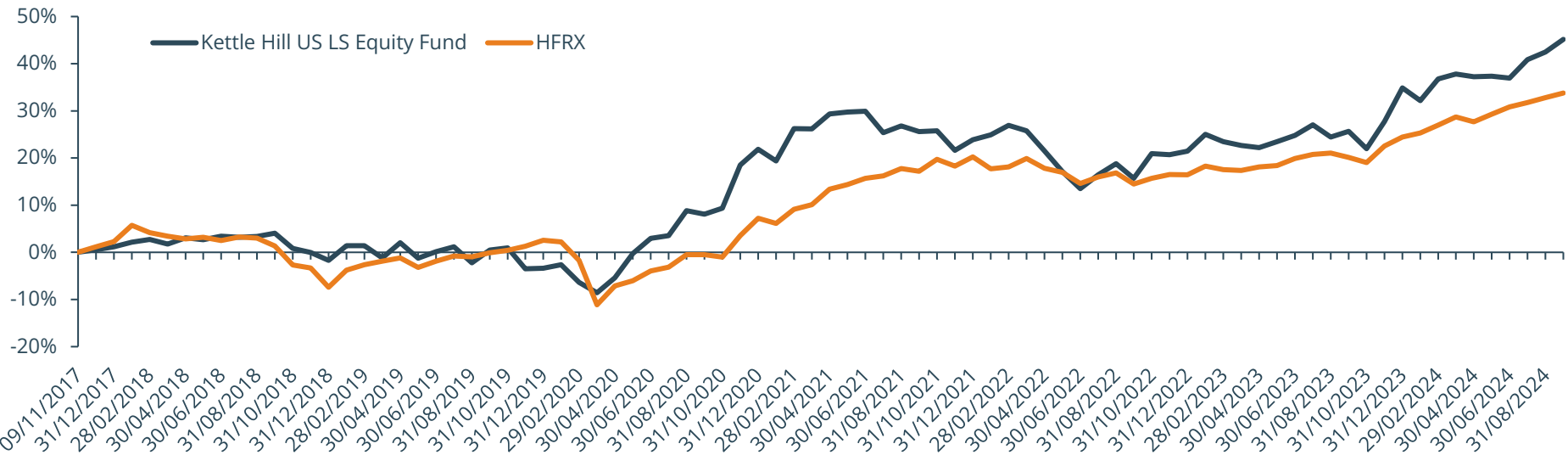
## Monthly Returns: Class I – Net of fees

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	HFRX	Excess Return
<b>2017</b>												0.6%	<b>0.6%</b>	1.0%	-0.4%
<b>2018</b>	1.0%	0.5%	-1.0%	1.3%	-0.4%	0.7%	-0.2%	0.2%	0.6%	-3.1%	-0.8%	-1.7%	<b>-2.8%</b>	-9.4%	6.6%
<b>2019</b>	3.2%	0.0%	-2.6%	3.3%	-3.2%	1.4%	1.0%	-3.3%	2.7%	0.5%	-4.4%	0.1%	<b>-1.7%</b>	10.7%	-12.4%
<b>2020</b>	0.8%	-3.8%	-2.4%	3.5%	5.4%	3.2%	0.6%	5.1%	-0.7%	1.2%	8.3%	2.8%	<b>26.1%</b>	4.6%	21.5%
<b>2021</b>	-2.0%	5.7%	-0.1%	2.5%	0.3%	0.1%	-3.5%	1.2%	-1.0%	0.2%	-3.3%	1.9%	<b>1.7%</b>	12.1%	-10.4%
<b>2022</b>	0.9%	1.6%	-0.9%	-3.4%	-3.6%	-3.1%	2.6%	2.0%	-2.6%	4.6%	-0.2%	0.6%	<b>-2.0%</b>	-3.2%	1.2%
<b>2023</b>	2.9%	-1.2%	-0.7%	-0.4%	1.0%	1.1%	1.8%	-2.1%	0.9%	-2.9%	4.7%	5.6%	<b>11.0%</b>	6.9%	4.1%
<b>2024</b>	-2.0%	3.5%	0.8%	-0.4%	0.1%	-0.3%	2.9%	1.2%	1.9%				<b>7.6%</b>	7.5%	0.1%

\* Since inception 09/11/2017

## Cumulative Performance Since Inception

UCITS Fund AUM in USD Millions: USD 77m as of 30/09/2024



**Past performance is no guide to future performance and the value of investment and income from them can fall as well as rise.**

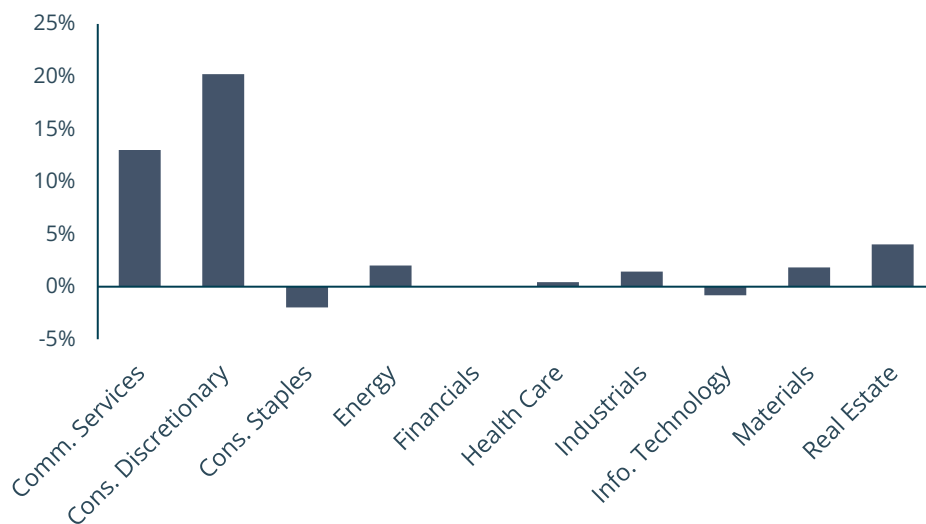
Sources: Morningstar, Heptagon Capital, BBH.

**Risk Warning:** The Fund is subject to special risk considerations including geographic concentration risk, portfolio concentration risk and operational risk. The investment return and principal value of an investment will fluctuate so that the investor's shares, when redeemed, may be worth more or less than their original cost. Any investor should consider the investment objectives, risks and charges and expenses of the Fund carefully before investing. Where an investment is denominated in a currency other than the investor's currency, changes in rates of exchange may have an adverse effect on the value, price of, or income derived from the investment. HFRX represents the Hedge Fund Research HFRX Equity Hedge Index. Please refer to important information on page 2.

## Portfolio Characteristics

	Long	Short
Number of positions	39	26
>\$10bn	24.0%	-16.7%
\$5bn-\$10bn	19.3%	-3.1%
<\$5bn	17.8%	-1.2%

## Sector Net Exposure



Sources: Bloomberg, BBH, Morningstar, FactSet

## Top 5 Long Holdings

	% Holding
Abercrombie & Fitch Co. Class A	4.8%
PENN Entertainment, Inc.	4.4%
V.F. Corporation	4.0%
Las Vegas Sands Corp.	4.0%
Verizon Communications Inc.	3.6%

## Top 5 Short Holdings

	% Holding
JPMorgan Chase & Co.	-1.6%
Walmart Inc.	-1.5%
Caterpillar Inc.	-1.5%
Goldman Sachs Group, Inc.	-1.5%
Crocs, Inc.	-1.1%

# PERFORMANCE – KETTLE HILL PARTNERS, LP

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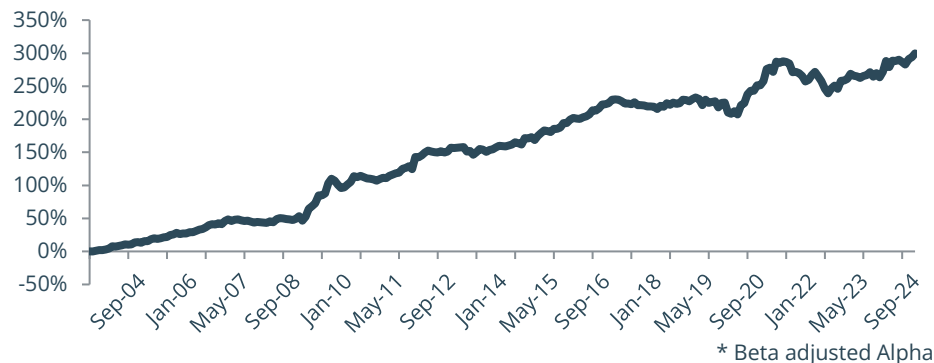
# PERFORMANCE OF KETTLE HILL PARTNERS, LP

as of 30/09/2024

## Monthly Returns

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	HFRX	Excess Return
2003						0.8%	1.6%	1.2%	0.2%	1.3%	1.5%	4.2%	11.3%	14.5%	-3.2%
2004	0.7%	1.4%	1.1%	0.7%	-0.5%	0.4%	1.3%	0.1%	0.1%	1.6%	0.9%	3.2%	11.5%	2.2%	9.3%
2005	0.8%	-0.2%	-0.1%	0.0%	0.6%	3.4%	2.5%	2.1%	-0.9%	-0.6%	1.5%	2.7%	12.3%	4.2%	8.1%
2006	1.5%	1.8%	2.8%	1.1%	0.1%	1.9%	0.6%	0.4%	1.7%	0.5%	4.6%	2.7%	21.5%	9.2%	12.3%
2007	-0.6%	1.2%	0.4%	0.9%	1.2%	0.1%	-1.7%	-2.1%	0.9%	1.4%	-2.5%	-0.5%	-1.4%	3.2%	-4.6%
2008	-0.6%	-0.1%	1.8%	2.2%	1.3%	-1.4%	-2.5%	-1.2%	-3.9%	-3.7%	-6.0%	3.1%	-10.7%	-25.5%	14.8%
2009	7.7%	1.6%	3.9%	8.1%	2.7%	1.0%	9.3%	3.8%	0.4%	-4.0%	-0.4%	0.4%	39.6%	13.1%	26.5%
2010	1.7%	2.0%	4.8%	0.0%	-1.1%	-1.7%	0.5%	-0.4%	1.7%	0.0%	1.3%	4.1%	13.4%	8.9%	4.5%
2011	-0.2%	1.6%	-0.9%	0.6%	-1.1%	1.1%	0.2%	-2.4%	-5.0%	9.0%	-1.0%	0.7%	2.0%	-19.1%	21.1%
2012	3.1%	2.0%	-0.4%	-0.4%	-2.1%	1.1%	-0.4%	1.1%	2.9%	0.0%	0.5%	0.4%	8.0%	4.8%	3.2%
2013	1.9%	-1.8%	1.2%	-1.9%	2.0%	0.9%	1.1%	-2.4%	1.9%	1.6%	1.8%	1.7%	8.1%	11.1%	-3.0%
2014	-0.8%	1.5%	0.4%	-0.4%	1.4%	0.3%	-1.8%	4.8%	-0.3%	0.8%	-1.0%	1.9%	6.7%	1.4%	5.3%
2015	1.2%	2.9%	0.0%	0.3%	1.6%	-0.6%	0.5%	0.5%	-1.4%	3.0%	0.8%	-1.0%	8.1%	-2.3%	10.4%
2016	-3.0%	0.1%	2.3%	0.9%	2.5%	-1.2%	2.4%	1.7%	1.0%	0.0%	2.5%	0.4%	9.9%	0.1%	9.8%
2017	0.3%	0.0%	-0.6%	0.5%	-0.7%	1.6%	-0.8%	0.2%	1.0%	0.1%	0.5%	0.5%	2.6%	10.0%	-7.4%
2018	1.0%	0.7%	-0.9%	1.3%	-0.4%	0.6%	-0.1%	0.2%	0.6%	-2.7%	-0.9%	-1.6%	-2.3%	-9.4%	7.1%
2019	3.2%	0.0%	-2.4%	3.1%	-2.8%	1.4%	0.9%	-2.9%	2.7%	0.4%	-4.0%	0.2%	-0.5%	10.7%	-11.2%
2020	1.0%	-3.9%	-1.5%	3.7%	5.0%	3.0%	0.4%	4.2%	0.0%	1.5%	8.0%	2.8%	26.5%	4.6%	21.9%
2021	-2.3%	5.9%	0.0%	2.5%	0.3%	0.1%	-3.2%	1.1%	-0.9%	0.2%	-3.0%	1.7%	2.1%	12.1%	-10.0%
2022	0.8%	1.5%	-0.8%	-3.0%	-3.8%	-3.1%	2.8%	1.8%	-2.6%	4.2%	0.6%	0.7%	-1.4%	-3.2%	1.8%
2023	3.1%	-1.2%	-0.3%	-0.2%	0.9%	1.1%	1.8%	-1.7%	1.0%	-2.3%	4.2%	5.3%	11.9%	6.9%	5.0%
2024	-1.9%	3.4%	0.7%	0.0%	-0.1%	-0.2%	2.7%	1.2%	1.9%				7.8%	7.5%	0.3%

## Cumulative Alpha\* above HFRX



### Statistics – 31/05/2003-30/09/2024

Annualised return

Annualised volatility

Annual Sharpe Ratio

Max drawdown

Beta to HFRX

Correlation to HFRX

Kettle Hill

HFRX

8.3%

2.1%

7.6%

7.0%

1.06

0.27

-17.3%

-29.5%

0.62

1.00

0.58

1.00

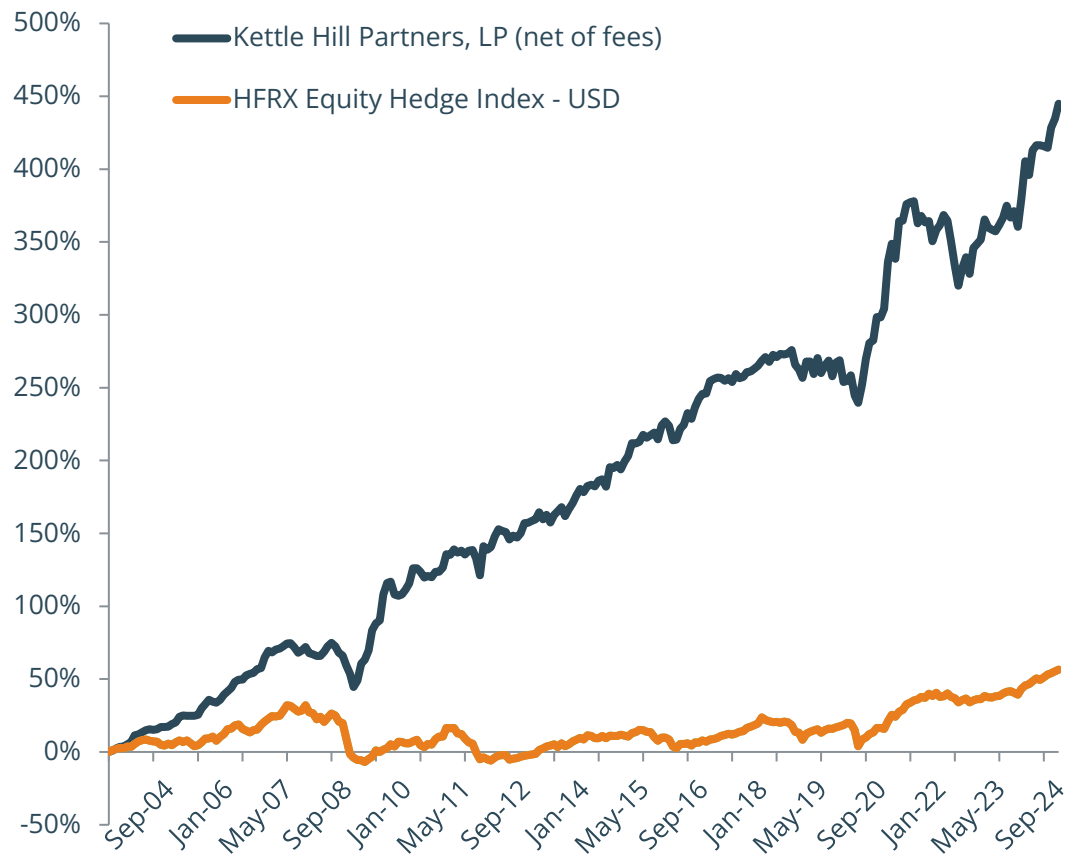
**Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.**

Sources: Kettle Hill Partners, Bloomberg, Heptagon Capital.

Kettle Hill represents the Kettle Hill Partners, LP Fund (net of fees). HFRX represents the Hedge Fund Research HFRX Equity Hedge Index. Please refer to important information on page 2. Past performance of Kettle Hill Partners, LP is no indication of future performance of the Heptagon Kettle Hill U.S L/S Equity Fund (Irish UCITS Fund).

## Historical Cumulative Returns

Investment growth of **Kettle Hill Partners, LP** since June 30, 2003 vs. **Hedge Fund Research HFRX Equity Hedge**



## Annualised Returns

	YTD	1 Yr	3 Yrs	5 Yrs	10 Yrs
<b>Kettle Hill</b>	7.8%	15.6%	5.5%	8.2%	6.3%
<b>HFRX</b>	7.5%	11.4%	4.5%	6.0%	3.5%
<b>+/-</b>	+0.3%	+4.2%	+1.0%	+2.2%	+2.8%

**Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.**

Sources: Kettle Hill Partners, Bloomberg, Heptagon Capital.

Kettle Hill represents the Kettle Hill Partners, LP Fund (net of fees). HFRX represents the Hedge Fund Research HFRX Equity Hedge Index. Please refer to important information on page 2. Past performance of Kettle Hill Partners, LP is no indication of future performance of the Heptagon Kettle Hill U.S L/S Equity Fund (Irish UCITS Fund).

# CASE STUDIES



The companies discussed in this document below were chosen as representations of the type of stocks held in the Heptagon Kettle Hill US L/S Equity Fund (Irish UCITS Fund). The stocks are not presented to demonstrate performance. Holdings are subject to change and may not reflect recent market activity or current holdings.

This information is not provided to the recipient for the purpose of soliciting investment advisory clients for Kettle Hill. This information is not intended to provide investment advice. Nothing herein should be construed as a solicitation, recommendation or an offer to buy, sell or hold any securities, market sectors, other investments or to adopt any investment strategy or strategies. You should assess your own investment needs based on your individual financial circumstances and investment objectives.

This material is not intended to be relied upon as a forecast or research. The opinions expressed are those of Kettle Hill as of 30<sup>th</sup> June 2024 and are subject to change at any time due to changes in market or economic conditions. The following case study slides have not been updated since 30<sup>th</sup> June 2024 and may not reflect recent market activity. The information and opinions contained in this material are derived from proprietary and non-proprietary sources deemed by Kettle Hill to be reliable and are not necessarily all inclusive. Kettle Hill does not guarantee the accuracy or completeness of this information. There is no guarantee that any forecasts made will come to pass. Reliance upon information in this material is at the sole discretion of the reader.

# CASE STUDY – CONTRIBUTOR - LONG: TKO Group Holdings

**TKO**

- TKO is an American media conglomerate, created as a merger between World Wrestling Entertainment, Inc. (WWE) and Zuffa, the parent company of the Ultimate Fighting Championship (UFC). This merger was completed as of September 12, 2023, with the combined entities operating under the banner of TKO.
- Market cap: \$21.5 Billion (as of October 1, 2024)

## TKO Group Holdings

▲ KH Due Diligence Meetings/Calls   ● EVBG Purchase   ● EVBG Sale   ■ EVBG Earnings



*Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.*

Source: Kettle Hill Partners, LP, Factset

These examples are for illustrative purposes only. All information is internal, and has not been verified by any external source. Kettle Hill may or may not own these securities currently.

## Kettle Hill Analysis

- In April 2023, a deal was announced with Endeavor Group Holdings, under which the WWE agreed to a merger with Zuffa, the parent company of mixed-martial arts promotions Ultimate Fighting Championship (UFC). The combined entity was to form TKO Group Holdings.

From Kettle Hill Capital Management, July 2024:

TKO provides sports entertainment services and organizes live events through two leading brands, UFC: mixed-martial arts and WWE: professional wrestling. We began evaluating the stock after a big decline. The consensus was that professional wrestling was in secular decline, in part due to its reliance on traditional broadcast media. Overall cable subscribers have been shrinking due to cord-cutting, which mistakenly made the WWE appear to be losing relevancy with consumers. Our thesis was that the value of sporting events would increase as video streaming services entered the market as bidders for these assets. One of the biggest expenses for big tech streamers is subscriber churn. Weekly live events have been proven to reduce customer churn, and WWE and UFC have incredibly loyal fan bases. We believe this is why Netflix made a \$5 billion 10-year deal to have the rights to broadcast WWE's flagship show program "Raw". The rights were formerly held by USA Networks at half the annual price. With 270 million global subscribers, Netflix will bring WWE to many more consumers across the world. In addition, we believe that WWE will increase sponsorship revenues beyond consensus estimates, just by following the same gameplan that UFC already successfully executed. Based on the strong market for sports events, we think they will renew UFC and Peacock for higher contract values than previously estimated. We continue to hold a position in the stock as we see continued upside, albeit at a smaller position size than before as consensus has shifted the risk-reward proposition.

Valuation: Assuming a 1.8x AAV step-up for the UFC rights with ESPN and 1.8x for the WWE PLE's with Peacock, we arrive at a \$119 price objective based on our DCF analysis. This implies an undemanding 13.5x EV/EBITDA multiple, which compares to FWONK which is closer to 18x. We believe there is meaningful upside potential to street estimates for media rights, site fees and sponsorship revenue.

# KETTLE HILL INVESTMENT TEAM

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# KETTLE HILL MANAGEMENT TEAM

The biographies below are for all employees at Kettle Hill that support the Fund or are responsible for the portfolio management (including idea generation, portfolio construction, security selection, investment research and risk management) of the Fund.

## **Andrew Y. Kurita, CFA** Chief Investment Officer and Portfolio Manager

Andrew Kurita is the Founder of Kettle Hill Capital Management, LLC and has served as the Portfolio Manager since its inception in 2003. Prior to this role, he was a Vice President at Andor Capital Management, LLC covering the industrial sector on the Diversified Growth Fund. From 1996 until 2001, Andrew worked at Cramer Rosenthal McGlynn, LLC, where he was a Vice President and Analyst on the hedge fund and small-cap value products. He is a CFA® charterholder with 28 years of small-cap and hedge fund investing experience. He graduated cum laude with honours with a BA in Economics from Williams College, 1995.



Afroz Qadeer is the CEO of Kettle Hill Capital Management, LLC. Prior to Kettle Hill, Mr. Qadeer spent several years in the alternative investments industry developing and managing multi-manager portfolios across a range of hedge fund strategies. Most recently, Mr. Qadeer co-founded Equinox Institutional Asset Management, LP, serving as its President and Chief Investment Officer. Equinox Institutional Asset Management was the rebranding of Tapestry Asset Management, LP, which was founded by Mr. Qadeer in 2002 and subsequently acquired by Equinox Financial Group in January 2013. Mr. Qadeer has also held tenures in hedge fund research and portfolio management roles with Goldman Sachs Asset Management, Optima Fund Management, and Lake Partners. Mr. Qadeer holds an MBA from The Wharton School, University of Pennsylvania, and a Bachelor of Commerce from Sydenham College, University of Bombay, India.

## **Afroz Qadeer** Chief Executive Officer

## **Bryan R. Kiss, CPA –** Chief Financial Officer, Chief Compliance Officer

Bryan Kiss is the CFO and CCO at Kettle Hill Capital Management, LLC. He has been with the firm since its inception in 2003. Prior to his current role, he was an Analyst at Capital Management Associates, Inc. for two years, an investment management firm specializing in small-cap stocks. From 2000 to 2001, he was an Analyst at Cramer Rosenthal McGlynn, LLC. Preceding that, Bryan worked at Arthur Andersen, LLP. Mr. Kiss is a Certified Public Accountant with 27 years of combined investing and accounting experience and graduated magna cum laude with a BS in Accounting from Binghamton University, 1997.

***Past performance is no guide to future performance and the value of investments and income from them can fall as well as rise.***

Source: Kettle Hill Partners, LP. <sup>1</sup> Sauren Golden Awards 2021 - Two gold medals for excellent fund management for Absolute Return (Long/Short Equity) USA category.

# KETTLE HILL MANAGEMENT TEAM

**Brian R. Appleton**  
Director of Marketing,  
Investor Relations

Brian Appleton joined Kettle Hill Capital Management, LLC in 2014 as Director of Marketing. Prior to this role, he worked at SunTrust Robinson Humphrey as a Director in Equity Research Sales from 2009 until 2013. He worked at Jefferies, LLC from 2002 until 2008, initially in healthcare equity research before taking on a role as Vice President in Equity Research Sales. From 1995 until 2000, he was an Investment Officer at AmSouth Bancorporation (FANB). He holds an MBA from Vanderbilt University, 2002 and a BS in Finance, Business Administration from the University of Tennessee, Knoxville, 1995.

Brian Cullinane joined Kettle Hill Capital Management, LLC as an Analyst in 2017. He spent the prior four years at Wolfe Research, LLC as a Vice President on the Consumer: Staples and Hardlines Retail research team. Previously, Brian was a research associate on the Consumer: Food & Drug Retail team at Jefferies, LLC from 2010 to 2013. He holds an MBA in Finance, 2009, and a BBA in Finance, 2008, from Loyola University Maryland.

**Brian Cullinane**  
Generalist Analyst

**James M. Moynihan, CFA**  
Generalist Analyst

Mr. Moynihan joined Kettle Hill Capital Management as an Analyst in 2018, bringing approximately 26 years of investment experience to the Firm. Before his start date in April 2018, he worked at the firm from 2005 to 2013. More recently he spent nearly two years working as a Portfolio Manager at UBS O'Connor. From 2014 to 2015, he worked as an Analyst at WaveLength Asset Management. From 1998 to 2005, Mr. Moynihan worked as a Senior Telecommunications Services Analyst at Merrill Lynch. He holds a BA in Economics from Bates College, 1995.

**Paul M. Basile**  
Trader

Paul Basile brings over 30 years of trading and investing experience to the team at Kettle Hill Capital Management, LLC. He has been in his current role with the firm since 2005. Prior to that, he was the Head Trader at AJB Capital, LLC for two years. From 2001 until 2004, he traded Financials for the Diversified Growth Fund at Andor Capital Management, LLC. From 2000 until 2001, he worked at J.P. Morgan Securities, LLC as an Assistant Equity Trader in Block Trading. From 1993 until 2000, he traded Preferred Securities at Paine Webber & Co. Mr. Basile served in the United States Navy, where he was a Surface Warfare Officer. He holds a BS in History from the United States Naval Academy, 1989 and an MBA in Finance from Fordham University, 1999.

Mr. Levens-Lowery joined Kettle Hill Capital Management as an equity analyst in September 2024. Prior to Kettle Hill, he worked as an analyst at TerraMar Capital. From 2020 to 2023, he worked as an analyst at First Pacific Advisors. Prior to this role, from 2018 to 2020, he worked at Northrop Grumman within the pension management group. From 2016 to 2018, he worked at Ernst & Young. He graduated from the University of California, Santa Barbara in 2015, majoring in Economics and Accounting. Mr. Levens-Lowery is also a Certified Public Accountant and CFA charterholder.

**Daniel Levens-Lowery**  
Generalist Analyst

# FUND PARTICULARS AND STRUCTURE

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# HEPTAGON KETTLE HILL US L/S EQUITY FUND PARTICULARS

<b>Legal Structure</b>	An open-ended umbrella type investment vehicle authorised pursuant to the European Communities (Undertakings for Collective Investment in Transferable Securities) Regulations 2011, as amended.
<b>Share Classes</b>	A (Retail) / C (Seed – closed) / I (Institutional) / S (Institutional)
<b>ISIN / Bloomberg Ticker</b>	A IE00BF1D6B55
	C IE00BF1D7122 (closed)
	I IE00BF1D7H82
	S IE00BF1D9H23
<b>Exchange Listed</b>	None
<b>Registered for Retail Sale</b>	Austria, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Spain, Sweden, Switzerland, UK
<b>Registered for Accredited Investors</b>	Singapore (CISNET restricted scheme)
<b>Minimum Investment</b>	A = \$15,000 / C = \$1,000,000 (closed) / I = \$2,000,000 / S = \$20,000,000
<b>Management Fee</b>	A = 1.75% / C = 1.00% (closed) / I = 1.50% / S = 1.25%
<b>Performance Fee</b>	A = 15% / C = 15% (closed) / I = 15% / S = 15%
<b>Subscriptions</b>	Daily - T+2 Settlement
<b>Redemptions</b>	Daily - T+3 Settlement
<b>Currency Denomination</b>	Base Currency of Fund: USD
	Hedged Share Classes: EUR, GBP, CHF
<b>Lock-up Provision</b>	None
<b>Leverage</b>	Up to 150%
<b>Sub-Investment Manager</b>	Kettle Hill Capital Management
<b>Management Company</b>	Carne Management Company Ireland
<b>Depository</b>	Brown Brothers Harriman Trustee Services (Ireland) Limited
<b>Administrator</b>	Brown Brothers Harriman Fund Administration Services (Ireland) Limited
<b>Lawyers</b>	Simmons & Simmons LLP, Dublin
<b>Auditor</b>	Grant Thornton LLP

# APPENDIX



# KETTLE HILL CAPITAL MANAGEMENT – ORGANISATIONAL COMMITTEES

## I Management Committee

The Management Committee is responsible for setting the longer-term strategic objectives of the firm as well as handling significant business issues facing the firm. Members include: CEO Afroz Qadeer, CIO/PM Andrew Kurita, CFO/CCO Bryan Kiss, and Director of Marketing Brian Appleton.

Meeting Frequency: Quarterly, or as needed

## I Valuation Committee

The Valuation Committee is responsible for Firm-wide pricing/valuation assessments. Members include: Andrew Kurita, Bryan Kiss, Paul Basile and Afroz Qadeer as members.

Meeting Frequency: As needed

## I Best Execution Committee

The Best Execution Committee systematically evaluates and documents the execution performance of its brokers. The review of brokers will consist of various factors, including, as applicable, the factors set forth below:

- average commission rates /reasonableness of such rates
- the value of research provided  
custody / prime brokerage services
- unusual trends (i.e. - higher than usual commission rates, large volume of business directed to unknown broker)
- responsiveness  
execution capability  
financial condition

Members include: CEO (Afroz Qadeer), Chief Investment Officer (Andrew Kurita), CFO/CCO (Bryan Kiss) and the Head Trader (Paul Basile).

Meeting Frequency: Quarterly

## I Risk Committee

The Risk Committee is also responsible for Firm-wide risk assessment. It will review the overall risk, liquidity, exposure levels, leverage, trading, and portfolio constraints of the Funds. This will include compliance of all the accounts managed by Kettle Hill with their Respective mandates. The Risk Committee will also review all compliance, communications/IT, and trading vendor relationships.

Members include: CEO Afroz Qadeer, CIO/PM Andrew Kurita, CFO/CCO Bryan Kiss, and Director of Marketing Brian Appleton.

Meeting Frequency: Quarterly, or as needed

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# DISCLAIMER

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The results given in this document are based solely upon historical fund performance as gathered and supplied by Brown Brothers Harriman Fund Administration Services (Ireland) Limited, the ICAV's administrator, Factset Research Data, Kettle Hill, Heptagon Capital, Bloomberg, CurAlea, Refinitiv and Morningstar. That past performance has not been independently verified by either Heptagon Capital Limited or Heptagon Capital LLP. It is not intended to predict or depict the future performance of any investment.

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The distribution of information contained herein and the sale of shares in the Funds may be subject to legal or regulatory restrictions in certain countries in which applicants for shares are resident or of which they are citizens. In particular, neither the shares in the Funds nor the Funds themselves have been registered under any United States ("US") Securities legislation and are not available for purchase by US persons (as defined in the Prospectus).

The Heptagon Kettle Hill US L/S Equity Fund takes sustainability risks into account within the investment process and this is disclosed in accordance with Article 6 requirements of the EU's Sustainable Finance Disclosure Regulation. However, the Fund does not have as its objective sustainable investment and does not promote environmental or social characteristics for the purposes of the EU's Sustainable Finance Disclosure Regulation.

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For all definitions of the financial terms used within this document, please refer to the glossary on our website: <https://www.heptagon-capital.com/glossary>.

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