

## DANA MAKMUR PHEIM (DMP)

### Fund Goals / Features



Dana Makmur Pheim is an Islamic Balanced Fund which aims to provide its Unit Holders with **steady income** and potential for **capital appreciation** in the longer term by investing in a balanced portfolio of Equities and Fixed Income Instruments which strictly comply with the principles of the Shariah.

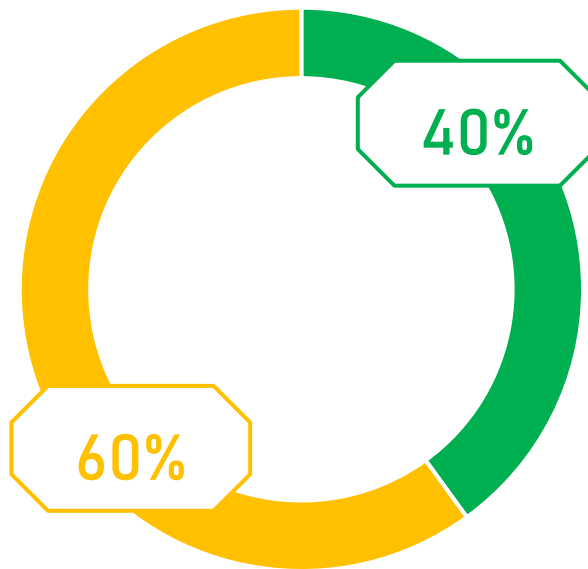



The investor profile of Dana Makmur Pheim consists of conservative equity investors, who are willing to accept a moderate level of risk, and have a preference for a steady income stream and have the potential for capital appreciation.

## Islamic Balanced Fund



**Shariah-Compliant Equities**  
and Shariah-Compliant Equity-Related Securities  
Max - 60%; Min - 0%

**Sukuk and Shariah-Based Liquid Assets:**  
Max - 100%; Min - 40%

### Asset Allocation & Benchmark

The Fund adopts an investment policy and strategy by investing in a Balanced portfolio of Shariah-Compliant Equities as well as Sukuk and Islamic Liquid Assets. The asset allocation of the Fund, as a percentage of the NAV of the Fund, is at **0% - 60% in Shariah-Compliant Equities and Shariah Compliant Equity-Related Securities. The remainder will be investment in Sukuk and Islamic Liquid Assets.** The performance benchmark of this Fund is the weighted average of 60% of FTSE Bursa Malaysia EMAS Shariah Index, and 40% of Maybank 1-year General Investment Account (GIA) deposit rate.

## Fund Performance – Lipper Ranking

At its best, Dana Makmur Pheim, was ranked no. 1 for **11 consecutive years**, in terms of total return, by LSEG Lipper in the Islamic Mixed Asset MYR Balanced – Malaysia category for the **10-year period** ended 31 December 2022.

Dana Makmur Pheim was also ranked no. 1 for **7 consecutive years** by LSEG Lipper in the same category for the **15-year period** ended 31 December 2023.

On top of that, Dana Makmur Pheim was also ranked no. 1 for **2 consecutive years** by LSEG Lipper in the same category for the **20-year period** ended 31 January 2023.

**DANA MAKMUR PHEIM**  
(Islamic Mixed Asset MYR Balanced - Malaysia)

**Ranked No.1**

**11 consecutive years**  
for **10-year** period ended December 2022



**DANA MAKMUR PHEIM**  
(Islamic Mixed Asset MYR Balanced - Malaysia)

**Ranked No.1**

**7 consecutive years**  
for **15-year** period ended December 2023



**DANA MAKMUR PHEIM**  
(Islamic Mixed Asset MYR Balanced - Malaysia)

**Ranked No.1**

**2 consecutive years**  
for **20-year** period ended January 2023



Source: LSEG Lipper.IM

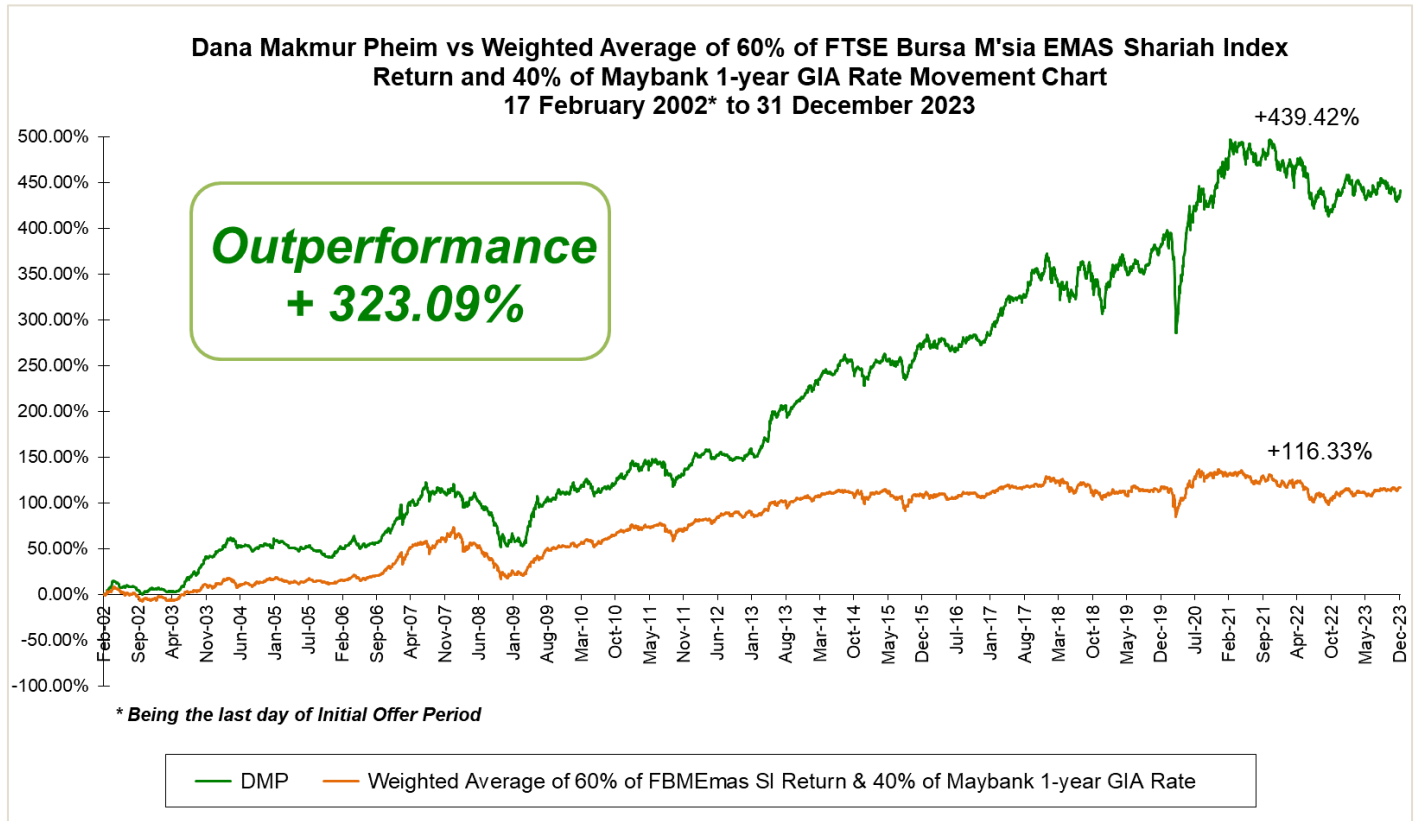
**Fund Performance – 5 Years**

Annual Return	2019	2020	2021	2022	2023
<b>Fund Annual Return</b>	18.09%	17.34%	-0.38%	-5.82%	0.39%
<b>Benchmark Annual Return</b>	3.79%	6.76%	-3.77%	-4.67%	1.90%
<b>Outperformance</b>	<b>+14.30%</b>	<b>+10.58%</b>	<b>+3.39%</b>	<b>-1.15%</b>	<b>-1.51%</b>
Cumulative Return (1 year – 5 years)	1 Year 2019	2 Years 2019 - 2020	3 Years 2019 - 2021	4 Years 2019 - 2022	5 Years 2019 - 2023
<b>Fund (Since 1 January 2019)</b>	18.09%	38.57%	38.03%	30.01%	30.52%
<b>Benchmark (Since 1 January 2019)</b>	3.79%	11.60%	7.95%	1.98%	3.92%
<b>Outperformance</b>	<b>+14.30%</b>	<b>+26.97%</b>	<b>+30.08%</b>	<b>+28.03%</b>	<b>+26.60%</b>

Cumulative Return (Since Inception)	2019	2020	2021	2022	2023
<b>Fund</b>	388.07%	472.67%	470.47%	437.30%	439.42%
<b>Benchmark</b>	116.07%	132.32%	124.73%	112.30%	116.33%
<b>Outperformance</b>	<b>+272.00%</b>	<b>+340.35%</b>	<b>+345.74%</b>	<b>+325.00%</b>	<b>+323.09%</b>

Source: LSEG Lipper.IM & Bloomberg

**Fund Performance - Since Inception**



Source: LSEG Lipper.IM & Bloomberg

**Fund Performance – Peer to Peer Review**

Dana Makmur Pheim has established a good long-term track record with the fund outperforming the benchmark by **+1.56%**, **+26.60%**, **+64.42%**, **+164.68%**, and **+178.00%** for the **3-,5-,10-,15-, and 20-year periods** ending 31 December 2023, respectively.

Cumulatively, Dana Makmur Pheim registered a total return of 439.42% for 21 years and 11 months since inception, **outperformed the cumulative benchmark return (116.33%) by a big margin of +323.09%** as at 31 December 2023. The annualized return since inception was 8.01% p.a. (versus benchmark return of 3.59% p.a.), outperformed by +4.42% as at 31 December 2023. This Islamic balanced fund has a maximum portfolio allocation of 60% in Shariah-Compliant Equities and Shariah-Compliant Equity-Related Securities, and yet was still able to generate such an outstanding performance and track record.

**Dana Makmur Pheim - As at 31 December 2023**

Period	Dana Makmur Pheim	Benchmark*	Outperformed By
3-Year	-5.81%	-7.37%	+1.56%
5-Year	30.52%	3.92%	+26.60%
10-Year	68.12%	3.70%	+64.42%
15-Year	242.59%	77.91%	+164.68%
20-Year	276.65%	98.65%	+178.00%
Since Inception	439.42%	116.33%	+323.09%
Annualised Return Since Inception	8.01% p.a.	3.59% p.a.	+4.42% p.a.

\* Weighted Average of 60% of FTSE Bursa Malaysia EMAS Shariah Index Return & 40% of Maybank 1-Year GIA Rate  
 Source: LSEG Lipper.IM & Bloomberg

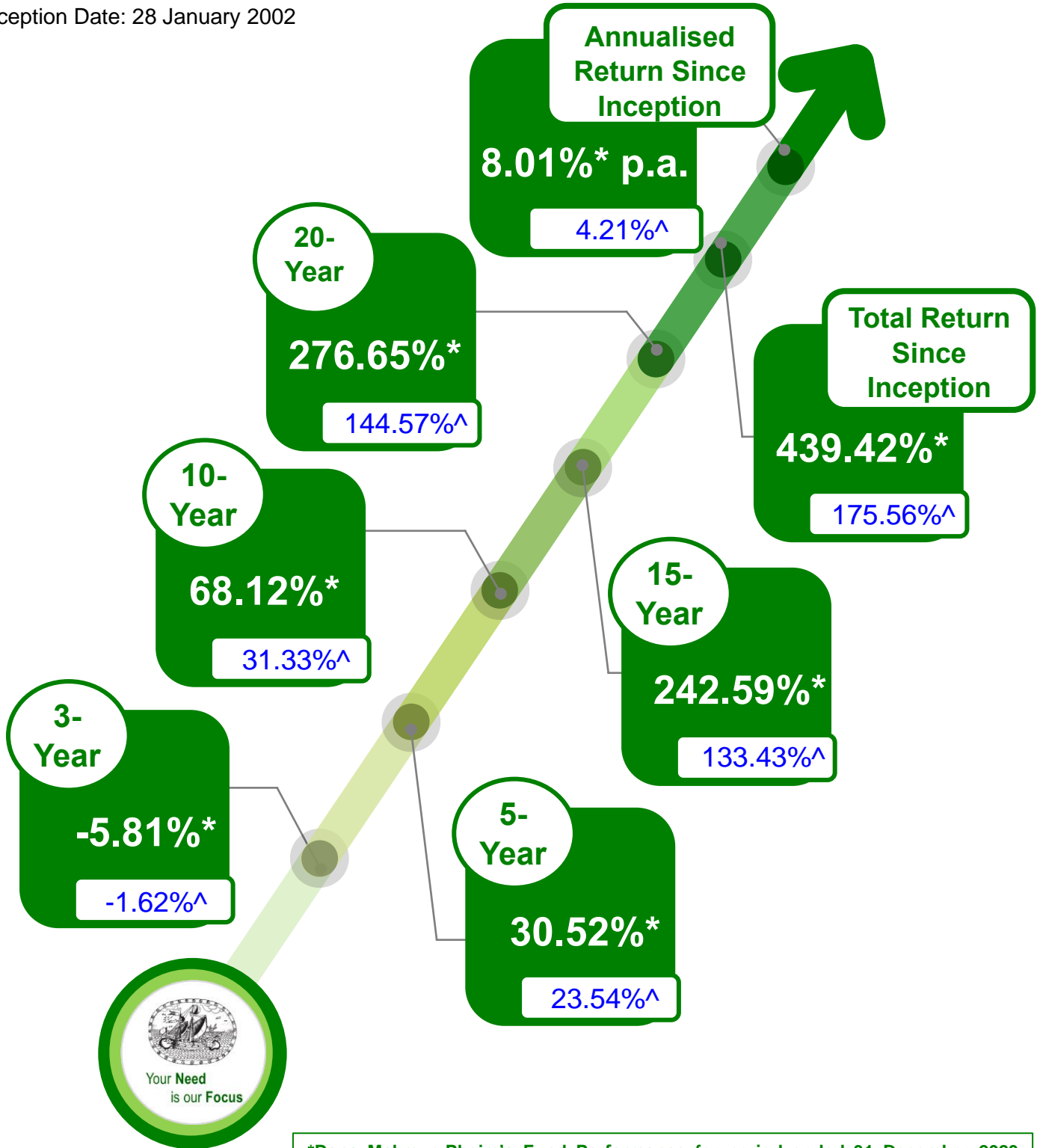
**When Dana Makmur Pheim is Compared to its Peers....**

Islamic Mixed Asset MYR Balanced - Malaysia	28.01.2002 – 31.12.2023		
	Total Return Since Inception	Annualised Return Since Inception	Ranking
Dana Makmur Pheim No.1	439.42%	8.01% p.a.	1
Top Competitor No.2	209.51%	5.30% p.a.	2
Top Competitor No.3	110.45%	3.46% p.a.	3

Source: LSEG Lipper.IM

**When Dana Makmur Pheim is Compared to the Industry Average...**

Inception Date: 28 January 2002



\*Dana Makmur Pheim's Fund Performance for period ended 31 December 2023  
 ^Industry Average for Islamic Mixed Asset MYR Balanced – Malaysia Category

Source: LSEG Lipper.IM

**PHEIM**

PHEIM ASSET MANAGEMENT SDN BHD (269564-A)

**PHEIM**

PHEIM UNIT TRUSTS BERHAD (545919-A)

**Fund Awards & Accolade - Best of the Best Country Awards (Malaysia)**

For seven consecutive years, Dana Makmur Pheim was awarded the Best of the Best Country Awards (Malaysia) by Asia Asset Management for the category of “**Best Islamic Fund/Product**” in **2018 - 2024**.

**Never Fully Invest at All Times**

**PHEIM**  
PHEIM ASSET MANAGEMENT SDN BHD

**DANA MAKMUR PHEIM**

**Winner for**  
**7**  
**Consecutive Years**  
**BEST ISLAMIC FUND/  
PRODUCT**



**BEST OF THE BEST COUNTRY AWARDS  
(MALAYSIA)**



**Your Need  
is our Focus**

**Fund Awards & Accolade – LSEG Lipper Fund Awards**

Over the past 22 years since inception, the Fund has established a long-term performance track record. Dana Makmur Pheim has won a total of 56 LSEG Lipper Fund Awards, consisting of 35 Malaysia Islamic Awards and 21 Global Islamic Awards. Not a single fund in this category has ever won so many awards in Malaysia’s unit trust history.

**NEVER FULLY INVEST AT ALL TIMES**



**LSEG Lipper Fund Awards**  
2014-2023

**THE WINNER OF 56 AWARDS**

**35**

**MALAYSIA AWARDS**

by LSEG Lipper Fund Awards  
(Malaysia Islamic & Malaysia Provident)



**LSEG**  
LSEG Lipper Fund Awards

**Dana Makmur Pheim**  
Pheim Asset Management Sdn Bhd  
MALAYSIA

ISLAMIC MIXED ASSET MYR  
BALANCED – MALAYSIA CATEGORY

Presented by  
**THE EDGE**

**21**

**GLOBAL AWARDS**

by LSEG Lipper Fund Awards  
(Global Islamic)



**LSEG**  
**RANKED NO.1**

Islamic Mixed Asset MYR Balanced - Malaysia

**Fund Awards & Accolade – Consistency in Winning LSEG Lipper Fund Awards**

Period	Malaysia Islamic	Global Islamic	Malaysia Provident
<b>3-Year</b>	<b>5-time winner</b> (2014, 2015, 2016, 2017, 2019)	<b>5-time winner</b> (2014, 2015, 2016, 2017, 2019)	<b>3-time winner</b> (2016, 2017, 2019)
<b>5-Year</b>	<b>6-time winner</b> (2014, 2015, 2016, 2017, 2018, 2019)	<b>5-time winner</b> (2015, 2016, 2017, 2018, 2019)	<b>3-time winner</b> (2016, 2017, 2019)
<b>10-Year</b>	<b>10-time winner</b> (2012, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023)	<b>9-time winner</b> (2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023)	<b>7-time winner</b> (2017, 2018, 2019, 2020, 2021, 2022, 2023)

In term of performance consistency, Dana Makmur Pheim has won the LSEG Lipper Fund Awards numerous times.

- ❖ On our global achievements, Dana Makmur Pheim has won the **Global Islamic** Lipper Awards for its 5-year period results ending December 2015, 2016, 2017, 2018 and 2019, **five years**

**on a roll**; and in the 10-year period for **eighth consecutive years** for its results ending 31 December 2015 to 2022.

- ❖ In the local arena, Dana Makmur Pheim has won the **Malaysia Islamic** Lipper Awards for 5-year period for **six consecutive years** for its results ending 31 December 2014 to 2019; and in the 10-year period for **ninth consecutive years** for its results from ending 31 December 2015 to 2022.

## Fund Historical Income Distribution

Over its 21 years of operation, Dana Makmur Pheim has consistently produced income distributions every year without fail (thanks to the cash reserves it accumulated via realized profits arising from stock disposals).

Distribution Date	Distribution/ Unit (Net)	Dividend Yield
26 Dec 2002	2.50 sen	2.49%
24 Dec 2003	5.50 sen	4.20%
10 Dec 2004	6.00 sen	4.46%
16 Dec 2005	6.10 sen	5.12%
8 Dec 2006	6.20 sen	4.51%
14 Dec 2007	6.30 sen	3.86%
12 Dec 2008	6.30 sen	5.52%
17 Dec 2009	6.35 sen	4.33%
28 Apr 2011	6.00 sen	3.68%
27 Apr 2012	6.00 sen	3.65%
<b>Never Fully Invest At All Times</b>		

Distribution Date	Distribution/ Unit (Net)	Dividend Yield
26 Apr 2013	6.00 sen	3.60%
29 Apr 2014	6.50 sen	3.19%
27 Mar 2015	6.75 sen	3.30%
28 Apr 2016	6.75 sen	3.24%
20 Apr 2017	6.00 sen	2.71%
26 Apr 2018	6.75 sen	5.93%
25 Apr 2019	6.75 sen	5.81%
23 Apr 2020	6.75 sen	6.49%
23 Apr 2021	6.75 sen	5.24%
22 Apr 2022	7.00 sen	5.91%
28 Apr 2023	6.00 sen	5.67%

## Fund Unit Split

Investors tend to very sensitive to the pricing of a fund's NAV. Here the philosophy of "Buy Low-Sell High" sentiments tend to override rationale and people shy away from a fund as they feel it is overvalued. By conducting a unit split, the fund's selling price is lowered to encourage new investments.

According to the guideline laid out by the Securities Commission Malaysia "A unit split may only be conducted when the monthly average NAV per unit of the fund has shown a sustainable appreciation over 6-month period preceding the unit split exercise".

# PHEIM

PHEIM ASSET MANAGEMENT SDN BHD (269564-A)

Dana Makmur Pheim conducted a unit split on the 25<sup>th</sup> of August 2017. The ratio of the split was 1:1, indicating that all unitholders of Dana Makmur Pheim would now hold double (x2) the number of units they originally bought but said units would amount to the original NAV value before the split occurred.

Pheim made the decision that this was necessary as the buying price per unit of Dana Makmur Pheim before the unit split was ranging around MYR 2.22-2.24, which was considered high at the time. The sharp rise in unit price is directly correlated with improving fund performance as the value of the underlying assets were appreciating at too high rate.

# PHEIM

PHEIM UNIT TRUSTS BERHAD (545919-A)



## Fund Key Information

Dana Makmur Pheim	
Category/Type of Fund	Mixed Asset/Balanced
Launch Date	28 Jan 2002
Fund Size @ 31 Dec 2023	RM 292.2 million
Investment Manager	Pheim Asset Management Sdn Bhd
Trustee	Maybank Trustees Bhd
Shariah Adviser	Amanie Advisors Sdn Bhd
Maximum Sales Charge	5%
Annual Management Fee	1.5%
Annual Trustee Fee	0.055%
Initial Offer Price	RM 1.00
NAV/Unit @ 31 Dec 2023 (Adjusted for distribution since inception)	RM 0.9857 (RM 5.1244)
Min. initial investment	RM 1,000
Min. Additional investment	RM 100
EPF Member's Investment Scheme	Yes

## Never Fully Invest at All Times

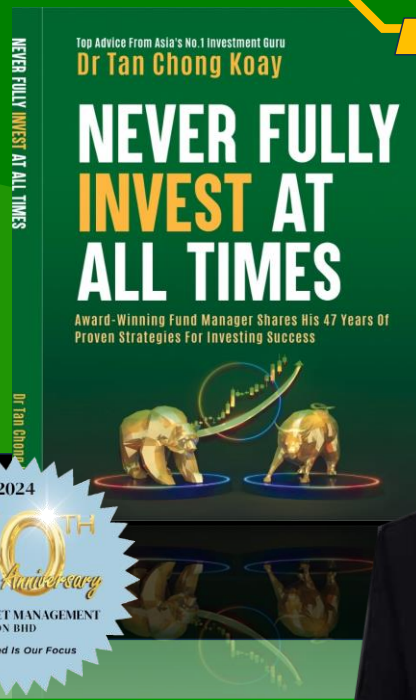
*An original and proven Investment Philosophy that has successfully weathered through major crises in volatile ASEAN market and substantially increased the wealth of clients in the long run.*

The book unveils a treasury of insights which cover proven investment strategies, philosophy and thinking processes, market inefficiencies, crises & opportunities and risk management with real-life examples.

This will benefit the readers from the wisdom of an award-winning fund manager who have consistently achieved success over 47 years in the highly volatile world of investments in Asia in the long run. Learn from his mistakes and triumphs, gaining a unique perspective on overcoming challenges and identifying opportunities in volatile markets.

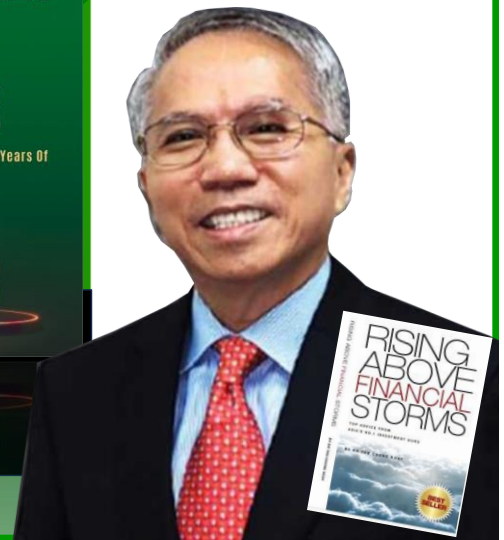
To show our appreciation for your support, Pheim's founder is publishing a second book titled "Never Fully Invest At All Times" to help you weather through crises and grow your wealth by taking acceptable risks in the long run.

RM 60. Available at major book stores nationwide – Kinokuniya, MPH, Popular and via [www.mphonline.com](http://www.mphonline.com)



### 2<sup>nd</sup> Book Launch

Prepare for our **next Best-Seller**



We strongly believe that strategic asset allocation that takes advantage of major market trends, supported by good stock picks are key to superior out-performance without taking on unduly high risks.

Pheim adopts a predominantly value approach to investment. We seek out stocks that are cheap relative to their underlying value, in the expectation that their share prices will rise at some point to reflect more accurately their true worth. Generally, we seek companies that have focused management, enjoy high margins and earnings growth, and low debt equity gearing, and whose shares trade at low price-earnings ratio and/or low price-to-book ratio. At times we may apply a combination of value and growth strategies or putting greater focus on growth stocks to take advantage of market and business cycles.

As Asian markets tend to display greater cyclicity and price volatility, we believe that an active asset allocation strategy can add value to our investors. Thus, we do not believe in being fully invested at all times. Rather, we seek to trim our equity exposure near market peaks in order to preserve capital, and to be fully invested near market troughs.

# PHEIM

PHEIM ASSET MANAGEMENT SDN BHD (269564-A)

# PHEIM

PHEIM UNIT TRUSTS BERHAD (545919-A)

## Disclaimer

While the following informational materials contained within are believed to be reliable and gathered from credible sources, there is no warranty or guarantee of the accuracy of the information provided by the company and its group affiliates, employees or directors. The material provided is for information purposes only and of itself does not constitute nor should be construed as an offer or solicitation for purchase or investment into any financial instrument or security.

The above information has not been reviewed by the Securities Commission and is subject to relevant warning, disclaimer, qualification or terms and conditions stated herein. The material should not be construed as formal investment, legal, tax or accounting advice and such formal advice should be acquired by any individual investor prior to making an investment.

The strategies, instruments and/or opinions in that regard contained within the material may not be suitable or appropriate for all investors. The material does not account for the individual investor's risk requirements, needs, circumstances and objectives. The information contained herein does not have any regard to the specific investment objectives, financial situation or particular needs of any person. Views, thoughts and opinions expressed herein belong solely to the author and not necessarily to the author's employer. We assume no responsibility or liability for any errors or omissions in the content of this presentation slides. Investors may wish to seek advice from a financial advisor before making any investment decision. Investors should not be solely relied on ratings or rankings provided to make an investment decision. An investment is subject to investment risks, including the possible loss of the principal amount invested. Past performance is not indicative or a warranty of future results.



## PHEIM ASSET MANAGEMENT SDN BHD (269564-A)

4th Floor, UBN Tower (Letter Box No.18)  
No. 10, Jalan P. Ramlee, 50250 Kuala Lumpur, Malaysia  
Tel: (603) 2031 6407 Fax: (603) 2031 6408  
Website: [www.pheim.com.my](http://www.pheim.com.my)  
Email: [pheim@pheim.com.my](mailto:pheim@pheim.com.my)

## PHEIM UNIT TRUSTS BERHAD (545919-A)

7th Floor, Menara Hap Seng (Letter Box No. 12)  
No. 1 & 3, Jalan P. Ramlee, 50250 Kuala Lumpur, Malaysia  
Tel: (603) 2142 8888 Fax: (603) 2141 9199  
Website: [www.pheimunittrusts.com](http://www.pheimunittrusts.com)  
Email: [support@pheimunittrusts.com](mailto:support@pheimunittrusts.com)



Your Need  
is our Focus

“Never Fully Invest At All Times”