

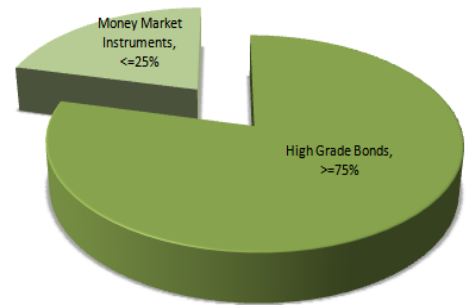
BGL SAPPHIRE FUND Highlights

Offer Information

Fund Name	BGL Sapphire Fund
Fund Type	Open Ended Mutual Fund
Initial Offering	2,000,000,000 Units of N1 Each
Price	N1.00 Per Unit
Fund Manager	BGL Asset Management
Issuing House	BGL Plc
Trustee	UBA Trustees Ltd
Quotation	For Memorandum Quotation on the NSE
Offer Date	Oct., 11- Nov., 17, 2010

Source: Offer Prospectus

Figure 1: Asset Allocation



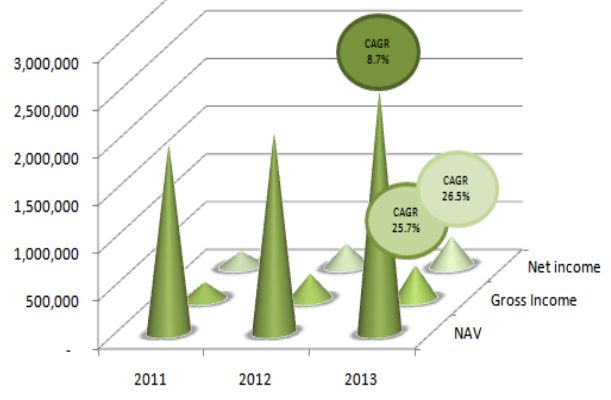
Source: Offer Prospectus

The Offer

BGL Sapphire Fund is packaged to cater the under-served need for investment assets protection in volatile markets (such as is extant over the last 2 years).

Offered by BGL Asset Management Ltd- a wholly owned subsidiary of BGL PLC- the Fund is an authorised and registered unit scheme. It is registered under section 160 of the Investment and Securities Act (ISA) and governed by a Trust Deed with UBA Trustees Ltd. The Fund, built principally as a Fixed Income Assets fund, aims to achieve attractive returns in the medium to long term by investing largely ($\geq 75\%$ NAV) in diversified high grade bonds and substantially ($\leq 25\%$ NAV) in money market instruments, while ensuring the protection the capital of investors. The principal sum invested is guaranteed against any diminution in value if held for a minimum of 3 months.

Figure 2: Projected Financial Highlights



Source: Offer Prospectus

The minimum subscription is 10,000 units (N10,000) and in multiple of 1,000 units thereafter. The fund is designed to cater for the investment needs of all categories of investor-portfolio with focus on low risk and relatively attractive returns via the better bargaining power a pool investment offers. It is projected that the Fund's Gross ROI shall rise to as high as 15.6% per annum by 2013.

Benefits to Investors

- Protection: the guarantee of the principal invested offers

Sapphire Financial Highlights	2011	2012	2013
	N'000	N'000	N'000
NAV	2,000,000	2,124,756	2,566,481
Gross Income	181,050	270,907	359,917
Operating Expenses	-25,105	-34,558	-44,109
Undistributed Income	124,756	189,079	252,646
Earning Per Unit	0.08	0.12	0.16
Dividend Per Unit	0.02	0.02	0.03
Rate & Ratios			
OpexMargin	86.1%	87.2%	87.7%
Gross ROI	9.1%	12.8%	15.6%
Yield	7.8%	11.1%	12.3%

Source: Offer Prospectus

investors' protection against lost of capital in volatile market.

- Attractive Yield: bonds have offered higher yield than money market instruments with lower volatility.
- Liquidity- Investors can easily buy or sell their holdings and receive cash in T+5 days maximum.
- Tax advantages: Bonds- Federal, State, LGA and/or Corporate are typically tax exempt in Nigeria.
- Opportunity to invest on behalf of third parties such as societies, dependants and the less privileged.

Strategy for Success

Backed by seasoned and experienced investment committee members as well as the full strength of the BGL Research, the Fund's investment in bonds shall include high grade bonds that offer competitive returns with diversified maturities across the corporate and sovereign bonds spaces while the money market instrument portion of the portfolio shall include treasury bill, BAs, Commercial Papers, Promissory Notes, Call Money, Certificate of Deposits and Fixed Deposits with A rated banks in Nigeria. With appropriate immunization strategies, the manager will build a portfolio with only mild volatility response to yield curve dynamics while ensuring the portfolio is laddered enough to cater for liquidity needs. The risk-return characteristics is expected to deliver the targeted returns.

Investment Committee	Position
Ms. Loratto Onyenorah	Member
Mr. Dennis Ifesinachi	Member
Mr. Chuka Onwuchekwa	Independent Member
Mr. Robert Mbonu	Independent Member
Mr. Mansur Ahmed	Independent Member
Ms. Tokunbo Ajayi	Representing the UBA Trustee

Source: Offer Prospectus

The Asset Manager- BGL Assets Management Ltd (BGLAML)

BGLAML, a wholly owned subsidiary of BGL Plc, was established in 2007 to expand the group products offerings especially in the expanding assets management sector in Nigeria. The company, duly capitalized to the tune of N500 million, has invested substantially in research, technology, and experienced manpower to deliver a higher level of performance in its market space. A core culture of excellent customer service and effective costs management developed over the years are expected to impact positively on BGLAML potential to deliver good returns.

Board of Directors	Position
Mr. Albert Okumagba	Chairman
Mr. Chibundu N. Edozie	Non ED
Mr. Henry O. Laraiyetan	Non ED
Hajia Fatima Isa Wali	Non ED
Mr. Tamunoye Alazigha	Non ED
Mrs. Modupe Mujota	Managing Director
Ms. Anne Omezi	Deputy MD

Source: Offer Prospectus

banking skills.

A number of successful products in Offer by BGLAML include the BGL Equity Partnership Fund, Guaranteed Consolidated Notes (GCN), and BGL Corsica Fund (Real Estate).

BGL Plc, the parent company, is one of the leading investments banking firm in Nigeria. BGL Plc provides investment advisory, Corporate Finance, Wealth Management, Securities Trading, Public Sector Advisory and Investment Research. BGL Plc is renown for its team of administrators and top professionals in the industry with impeccable global investment

The Fund Management Industry

A Mutual fund is a financial instruments in which group of investors' pool their money for targeted investment purposes. The fund usually will have a fund manager who manages the day to day investment activities of the fund towards the objectives and targets set for the fund and in line with agreed procedures.

The Funds industry in Nigeria currently comprises of 37 funds, 21 of which are listed on the NSE. The industry is particularly characterised by impressive performance that beats the benchmark indices in the long run indicating the superior management expertise of the fund managers and the strong bargaining power of pooled investments. Analysed data between 1997 and 2007 shows that the leading funds in



the market outperformed the NSE all share index on the average- While the NSE All Share Index delivered 32.57%, All the leading funds during this period delivered returns in excess of the NSEASI performance. Individual analyses of many of the existing funds have also shown that they fared better during the current protracted downturn in the market by sustaining reduced losses and faster recovery to date.

Considering the foregoing, BGL Sapphire Fund offers investors a new opportunity to harness the low risk-moderate return advantage that the fixed income market offers, yet has been outside their reach, at preserving their wealth.

For additional information read the Fund's prospectus. <http://www.bglassetmanagement.com/funds/>

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