HeidenGrimaud
Asset Management

WHY INVEST IN EAST-ASIA?

FOR EDUCATIONAL PURPOSES ONLY

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Why East-Asia?

China, **Japan**, **South Korea**, and the rest of **East Asia** are rapidly emerging as economic power houses fuelled by:

- **Booming Middle Classes**
- **Hard Working Cultures**
- **Leaders in Technological Innovation**
- **Access To Real Growing Markets**
- **Better Future Prospects**

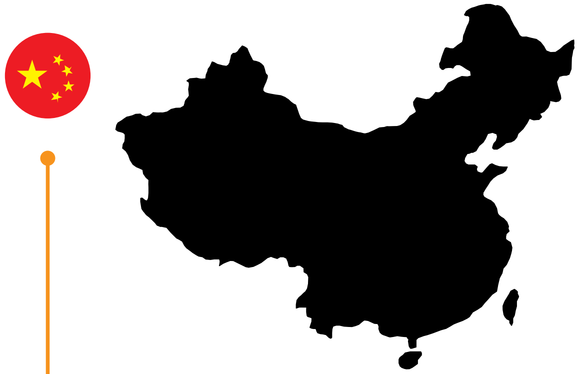
China
Driving East Asia

44 Chinese cities exceed 5 million people. Each city the size of a small country

SHANGHAI POPULATION:
27 Million

BELGIUM POPULATION:
11 Million

1.4 Billion People

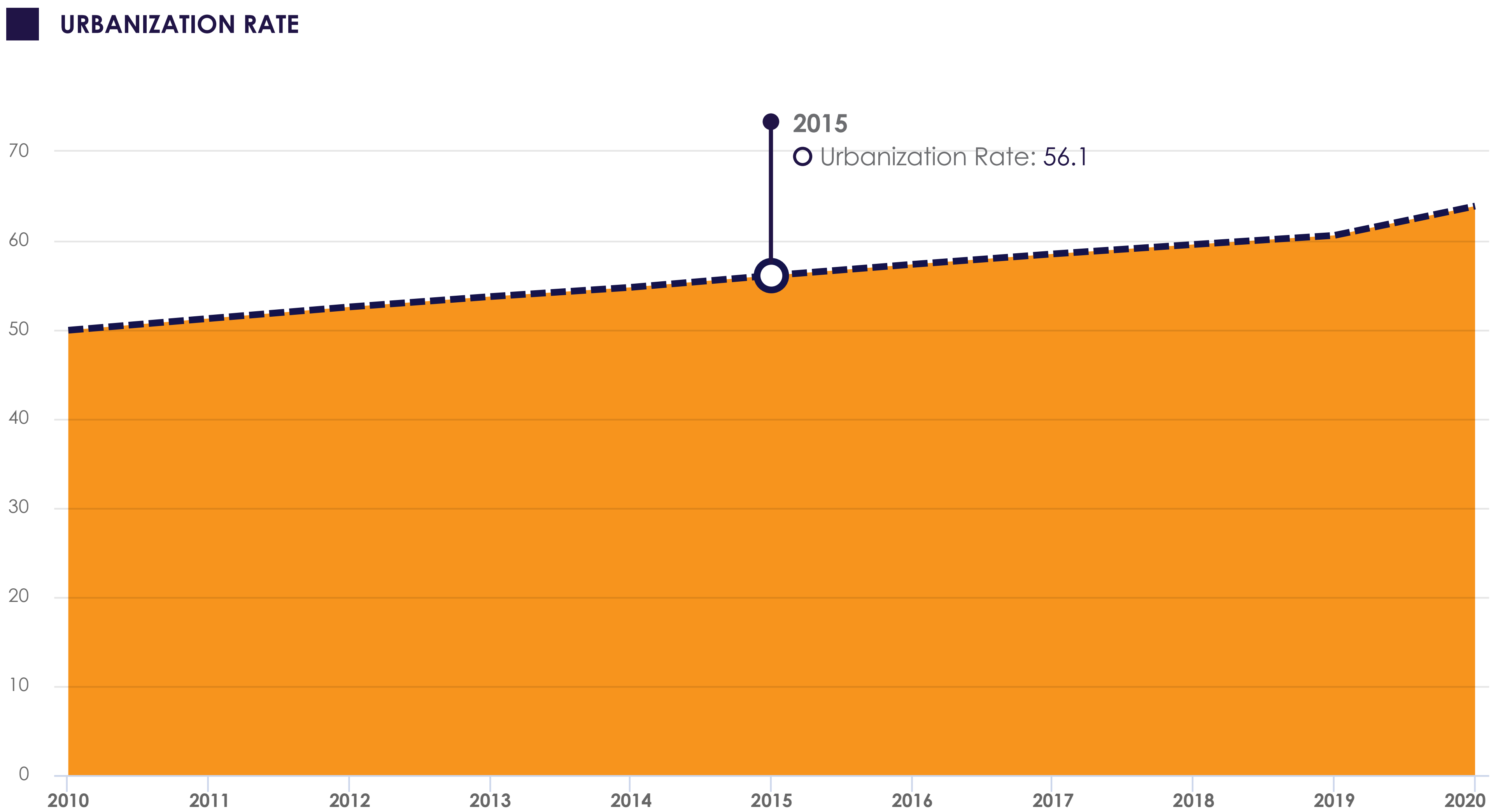


More than 4X the size of the U.S Population

330 million people

CHINA URBANIZATION RATE 65% +

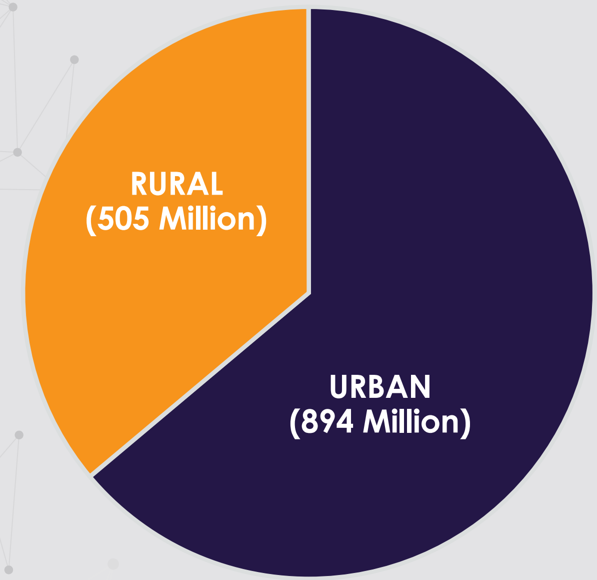
Amount of population living in an urban area



505 Million People To Be 'UNLOCKED'

URBANIZATION

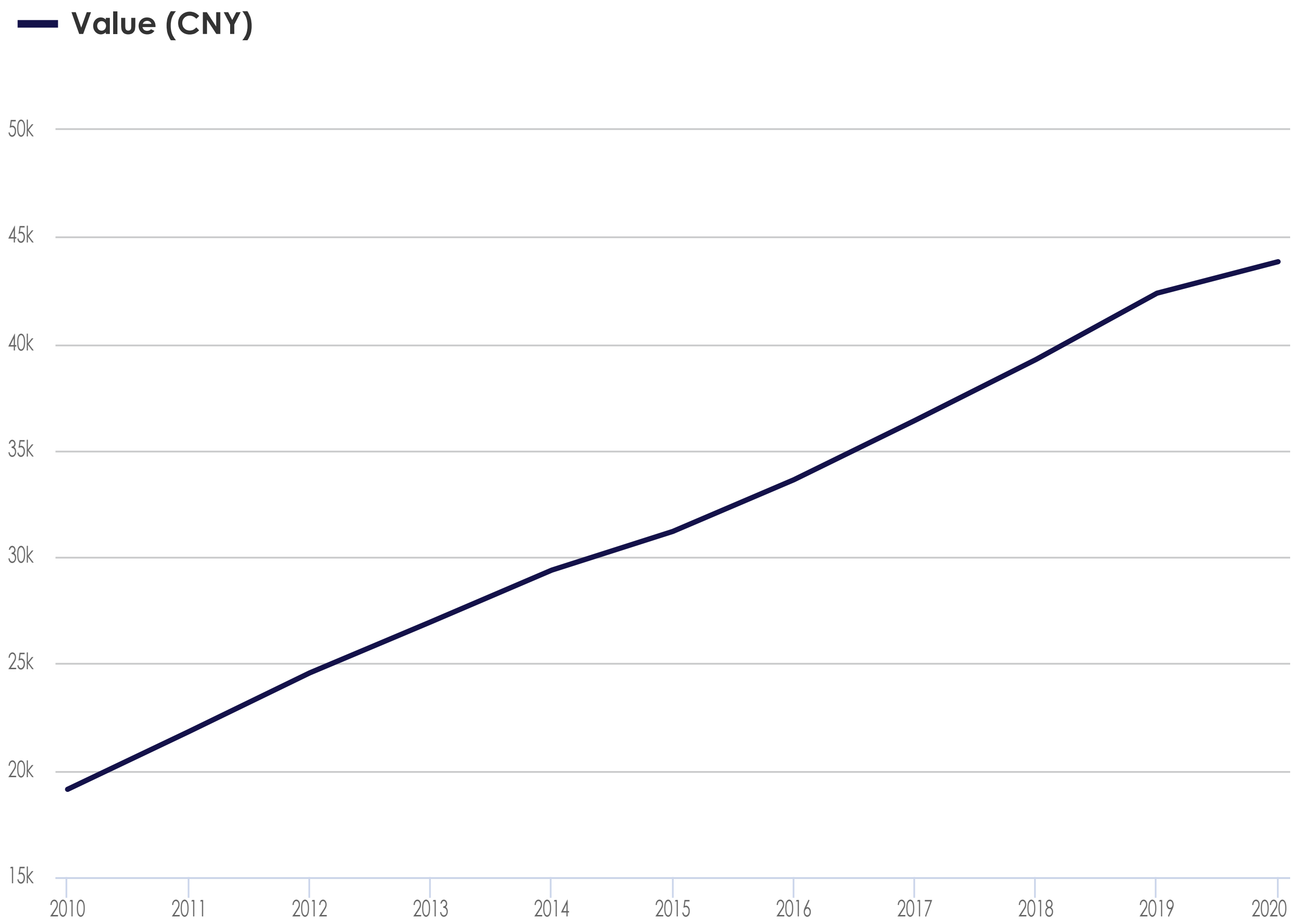
Amount of people living in Urban Areas vs Rural Areas



505 MILLION
Greater than EU Population

CHINA DISPOSABLE INCOME PER HOUSEHOLD (CNY)

Per Capita, Annually



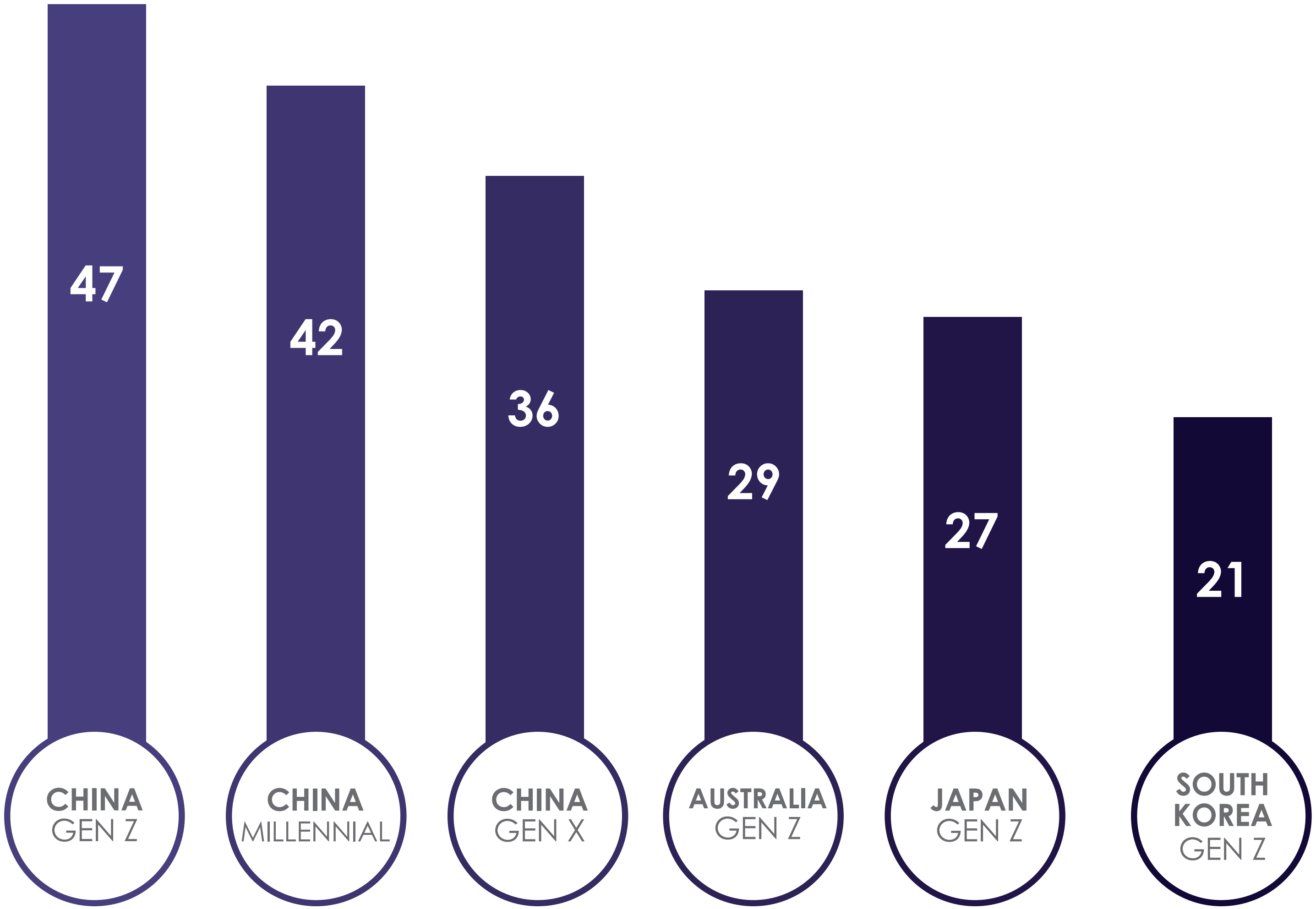
Higher Urbanization & More Disposable Income

Eventually unlocks **505 MILLION** new Spenders.

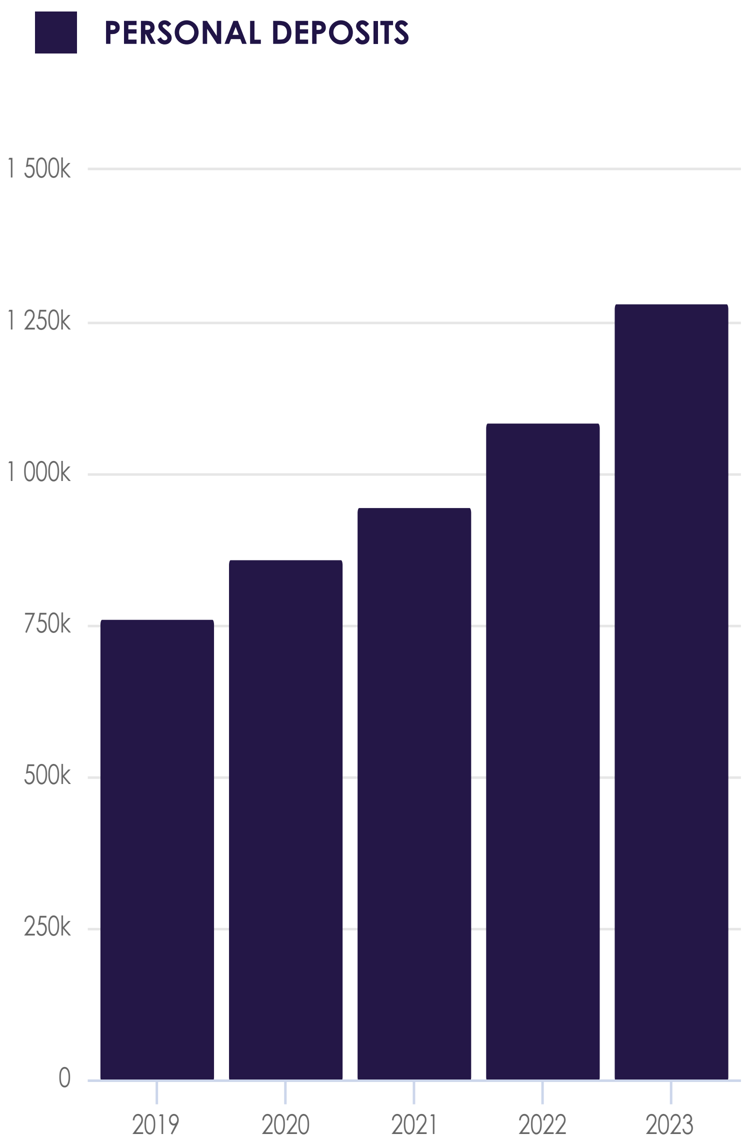
Chinese have a growing Appetite to spend

CHINA'S GEN Z ARE MOST LIKELY TO BUY PRODUCTS SPONTANEOUSLY

They buy products spontaneously,
% of respondents who strongly agree or agree that they **"buy products on the go"**



And they have **plenty to spend**



CHINA WELL ON ITS WAY TO BECOME **BIGGEST GLOBAL ECONOMY**

Similar companies trade
At much lower prices

Japan Manufacturing the Future

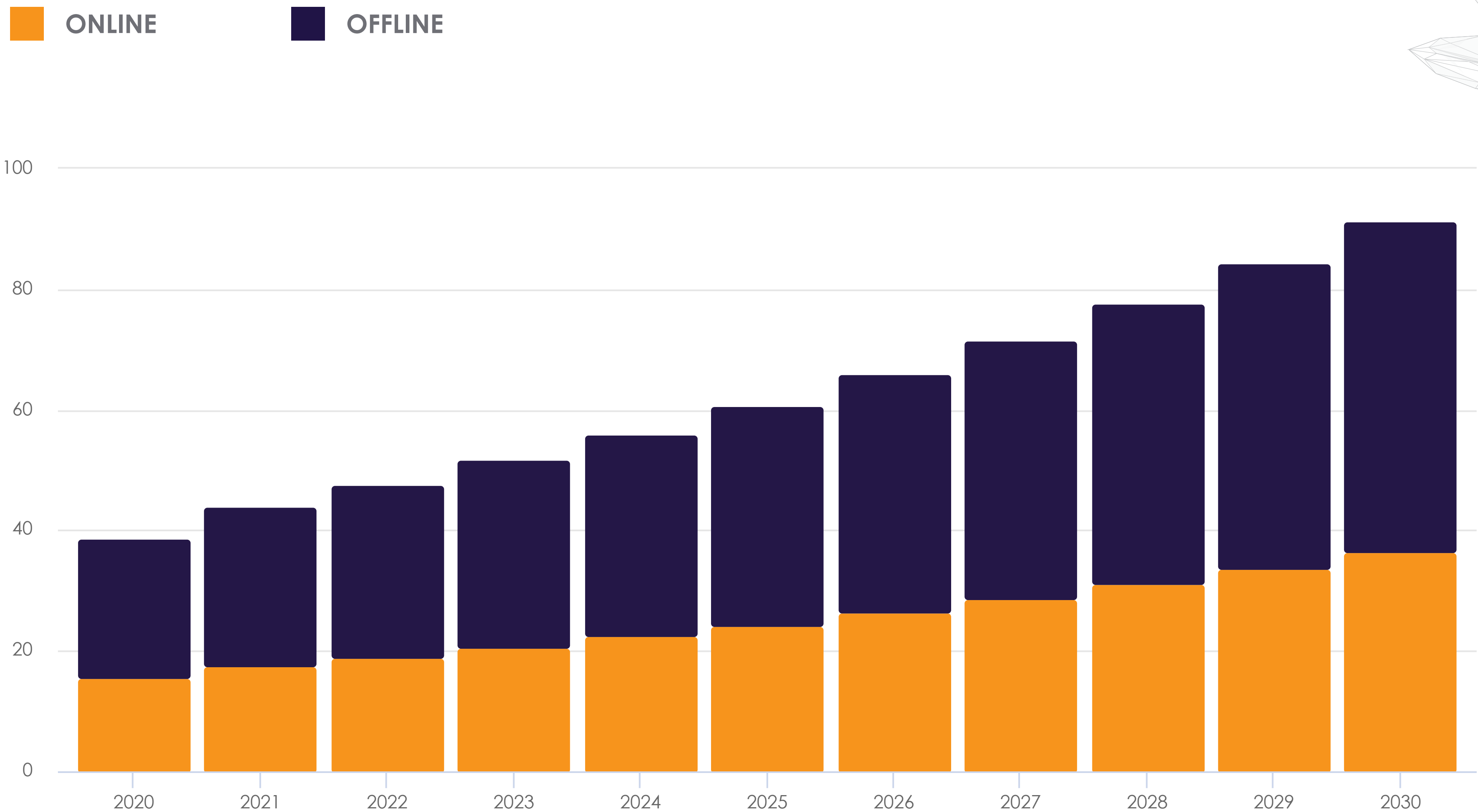
JAPAN:

Japan manufactures 45% of global industrial advanced robots.

Benefits from Japan’s world-renowned expertise in technology, robotics, advanced manufacturing, and home to names like Sony, Nintendo and Toyota.

Coupled with Global Gaming Brands

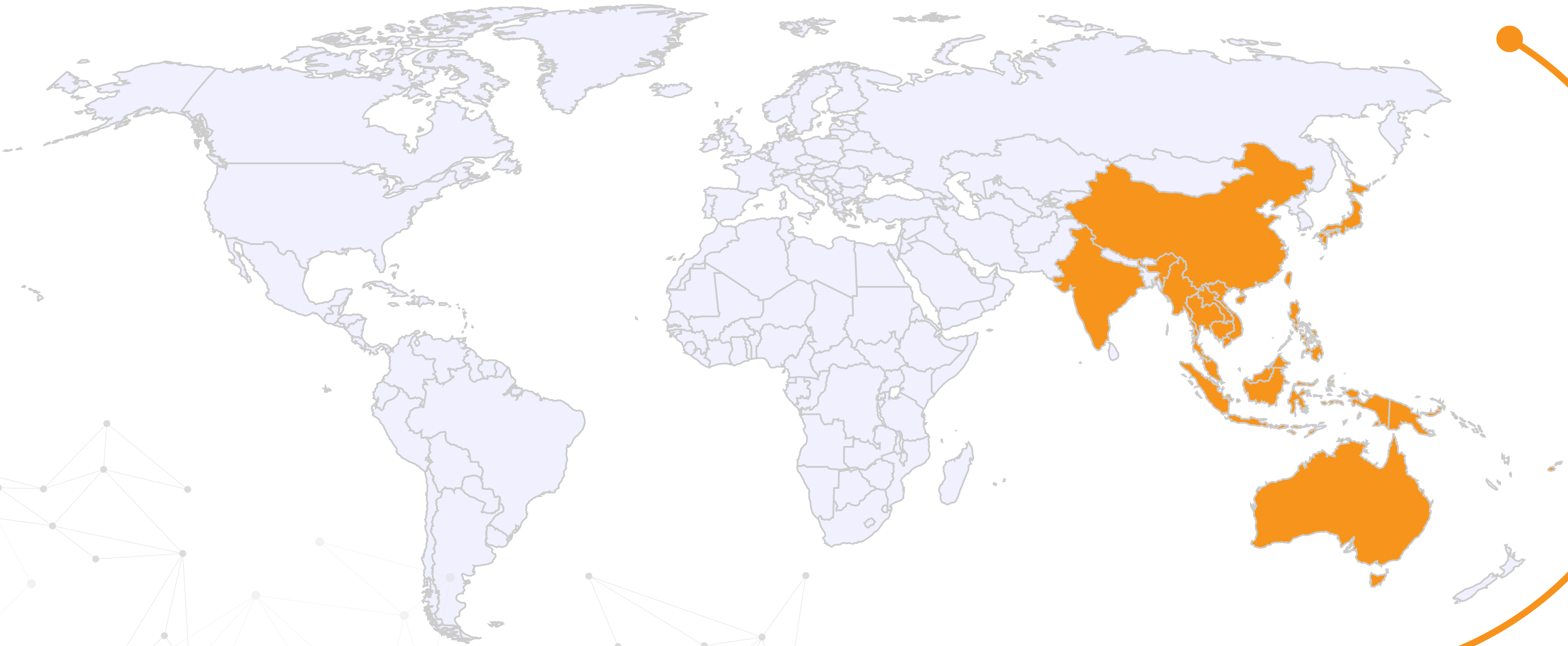
Asia To Profit From U.S Gaming Market Growing at +8.5% Annually



GAMING COMPANIES BOAST EXTREMELY HIGH MARGINS AND INCREDIBLE FUTURE PROSPECTS

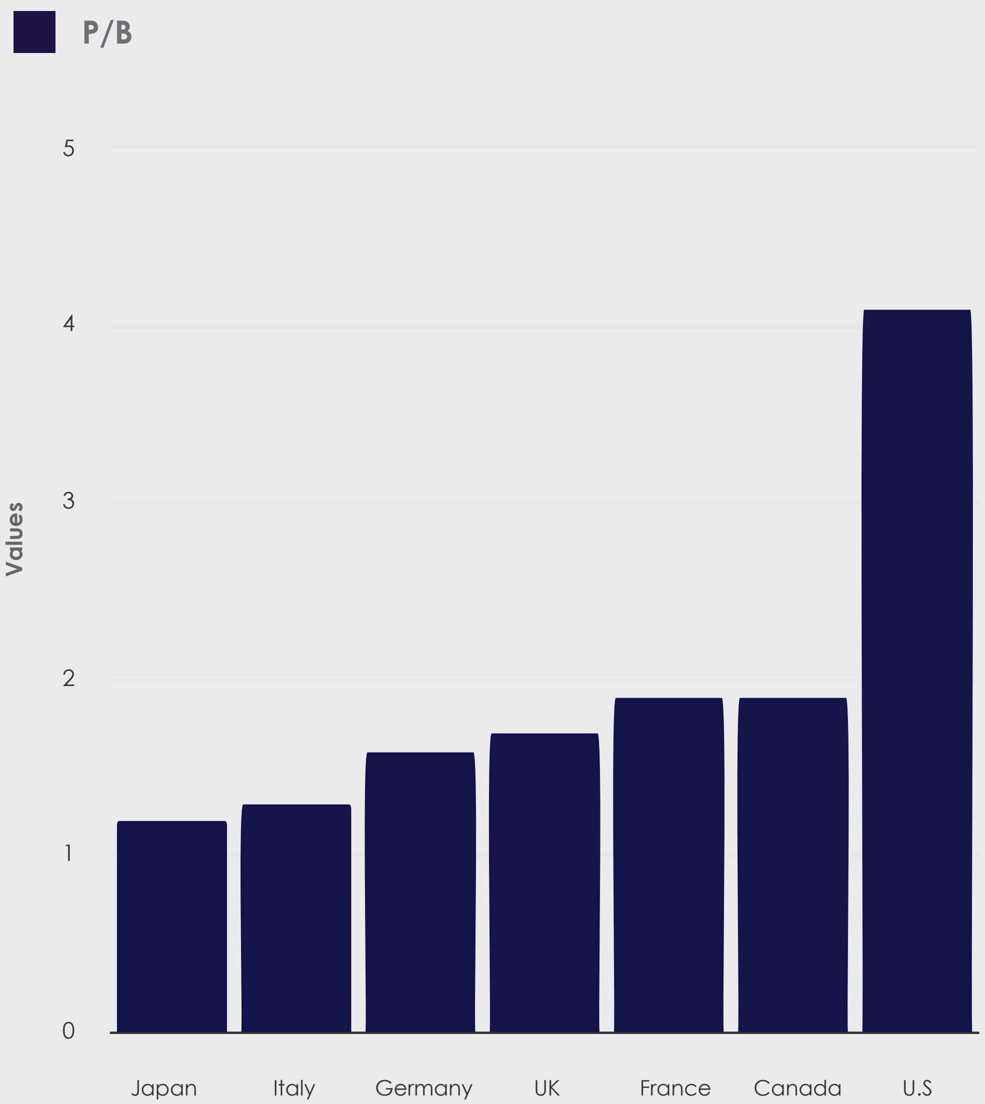
50% Gaming Revenue Share

Trends by region



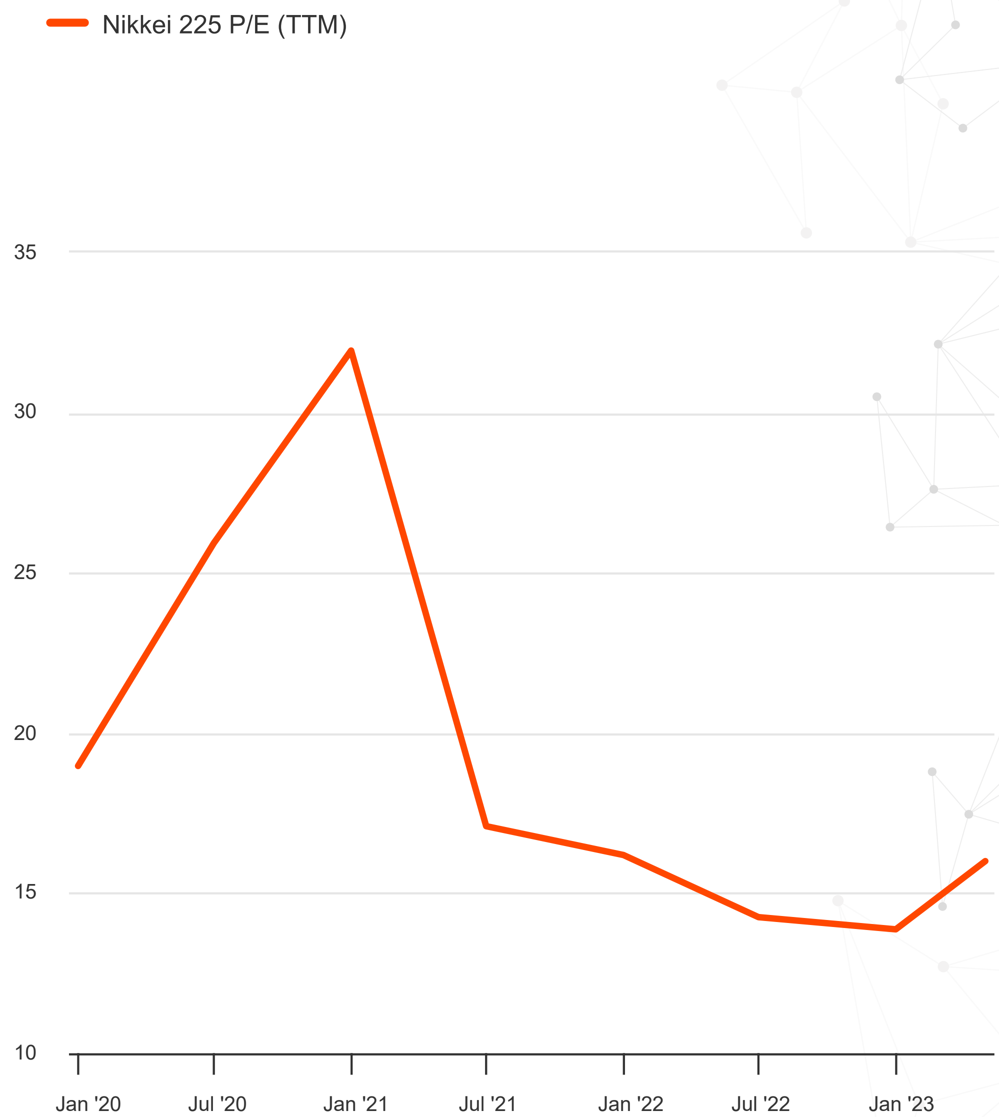
JAPANESE COMPANIES PRICED BETTER

Japan: Lowest Price to Book Among G7 Countries



OPPORTUNITY TO BUY IN AT GREAT VALUE

NIKKEI 225 Price to Earnings (3 Year Average 21X)



Korea
Forefront of
Progress

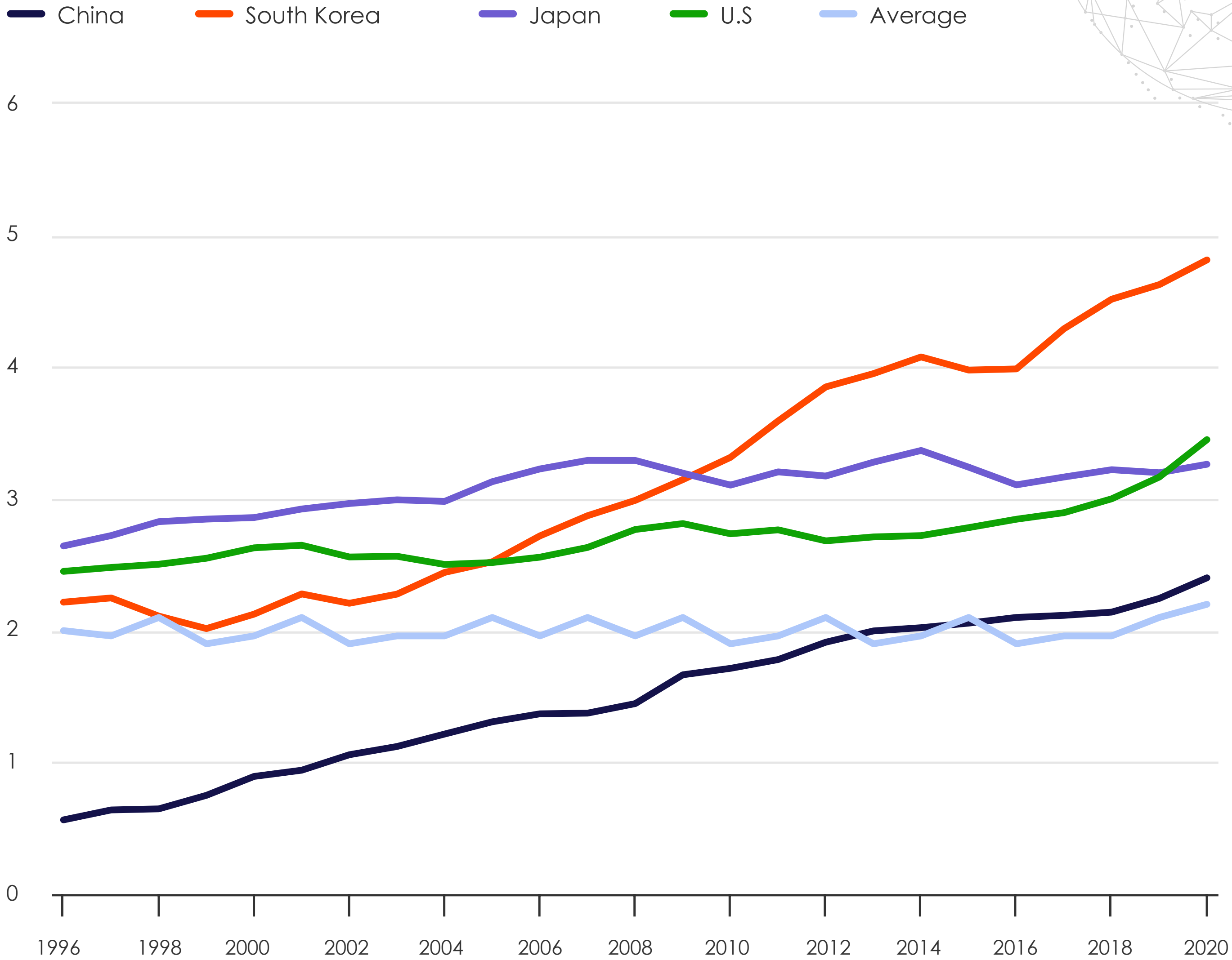
SAMSUNG

HYUNDAI corporation

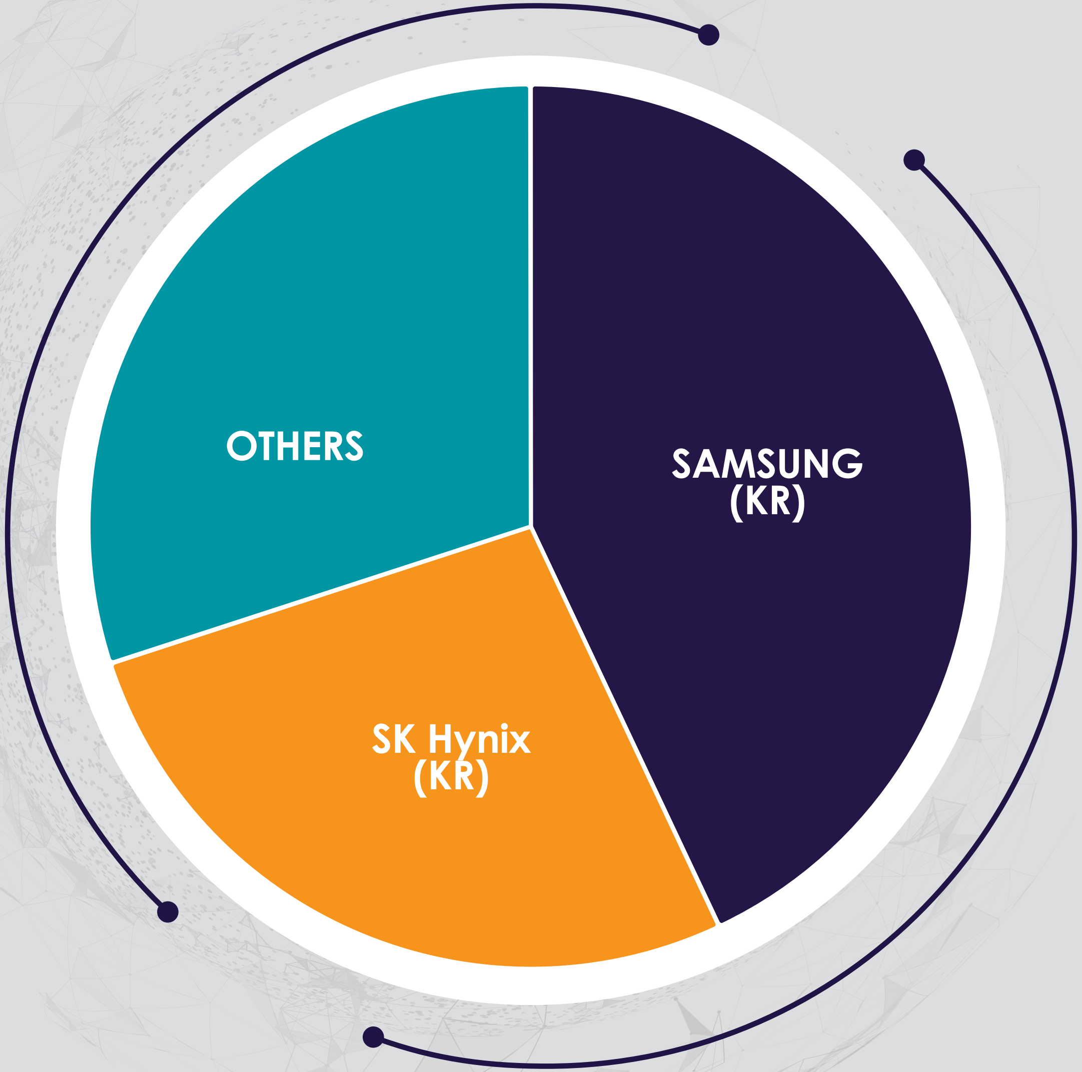
LG

KOREA- HIGHEST R&D AS % OF GDP IN THE WORLD

R & D as % of GDP



Korea Semi-Conductors Produce 70% of World's DRAM



Why East-Asia

1. Backed By Core Economic Fundamentals
Urbanization, Culture of Efficiency, Economic Tailwinds

2. Companies with irreplicable products and services and excellent future prospects

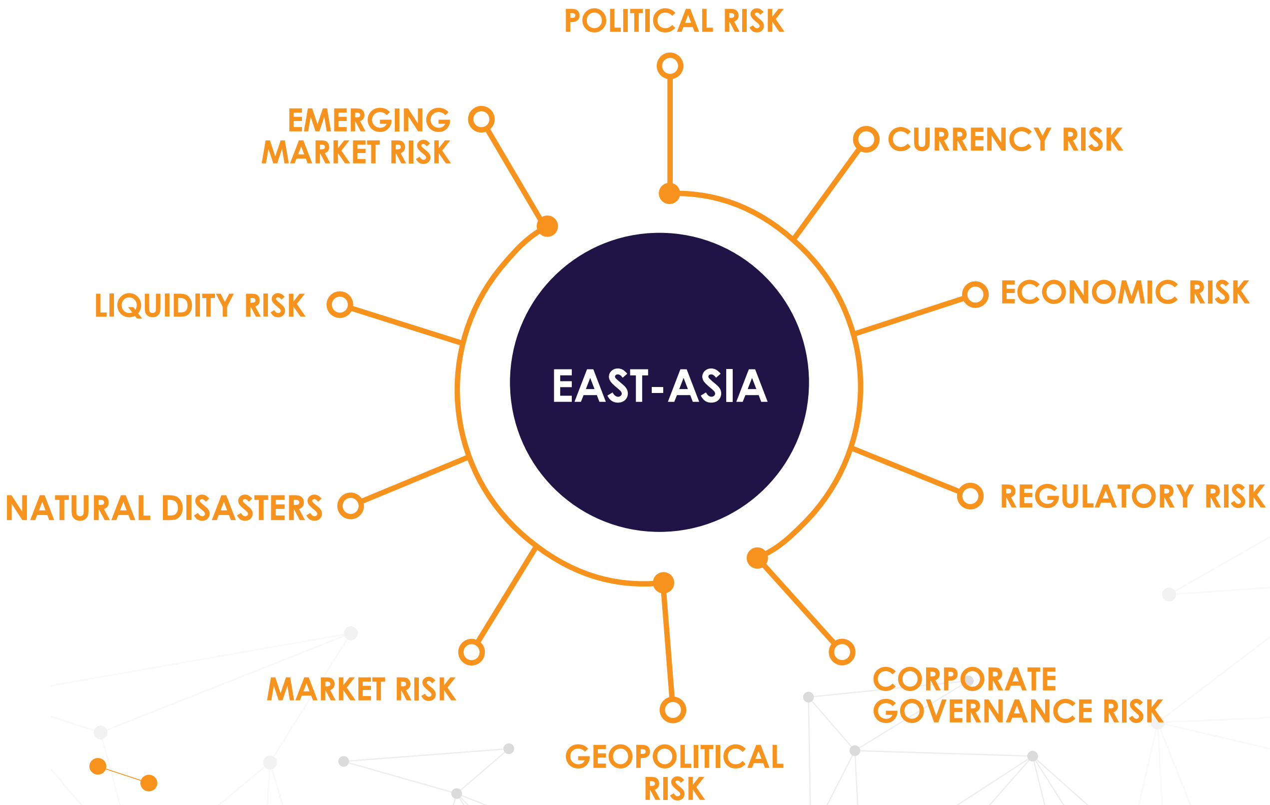
3. Markets price better than rest of the world

4. Leaders in innovation

Risks of Investing in East-Asia

Companies that Heiden Grimaud Asset Management believes will outperform the general market based on their situation within East-Asia may not in fact do so. Heiden Grimaud aims to educate investors, noting that risks and uncertainties may impact our projections and research models. Investors should use the content presented for informational purposes only, and be aware of risks below, which are non-exhaustive.

RISK OF INVESTING IN INNOVATION



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