

Adobe

Company: Adobe

Sector: Media

In Portfolio Since: Sep-17

Company Size: £176bn

Supplying the best creative software, benefitting from the world's shift to digital content

Adobe has more than 50% of the digital content creation software market. Whenever you view an image, video, website, magazine, or even an app, there is a good chance it was created using its software. We believe Adobe will be a major beneficiary of continued explosive growth in this market, as ever-richer digital content is consumed across devices. Meanwhile, Adobe's pioneering transition to a subscription model is unlocking international growth opportunities and helping to combat software piracy.

AUTODESK

Company: Autodesk

Sector: Industrials

In Portfolio Since: Mar-18

Company Size: £46bn

Ubiquitous design software - whether you are designing a spaceship or a new living room

AutoCAD, Revit and Inventor are industry-standard computer aided design (CAD) tools made by Autodesk that are deeply embedded in the construction and manufacturing industries.

We're optimistic about Autodesk for a number of reasons: Autodesk is helping to drive a long-overdue 'digitisation' of the construction industry with paper drawings and post-it notes being replaced by digital models and iPads. A subscription transition in the vein of Adobe and Microsoft should bring Autodesk closer to its customers, provide more predictable cash flows, help to combat software piracy, and allow delivery of continuous innovation to customers. On the final point we are excited about advances that Autodesk is making in areas like web-based CAD, Generative Design and software tools for 3D Printing.

amazon

Company: Amazon

Sector: Consumer

In Portfolio Since: Sep-17

Company Size: £1,266bn

The global e-commerce giant and cloud powerhouse, enabling streaming services and SaaS applications worldwide

Much of what we love about Amazon applies to both of its two largest businesses: online retail and AWS. They are market leaders by a wide margin, laser-focused on customer satisfaction, hellish to compete against, enjoy plentiful growth opportunities and plan for the long not the short term.

We are particularly excited about AWS. It's the IT foundation for most of the latest generation of nimble, fast-growing companies such as Netflix, Uber, Lyft and Airbnb and is the first choice for the most of the software companies that we follow closely. It's large and well known already but we believe the potential is larger still. Today, only a fraction of the world's computing is done in the public cloud. Over time we believe it will be the majority, suggesting scope for AWS revenues to increase many times over and become one of the world's largest businesses in its own right.

facebook

Company: Facebook

Sector: Communication

In Portfolio Since: Sep-17

Company Size: £667bn

The only super-app connecting billions of consumers and businesses globally

How Facebook is used is often subject to debate, but we believe the outlook for the business is much more positive. 1.7 billion people or 20% of the world's population log into Facebook every day. That number grows by a few hundred million every year. Advertisers continue to love the enormous reach and precise targeting that Facebook offers. They spent more than \$10bn developing the platform every year. We are optimistic about future growth prospects driven by continued increase in the number of advertisers, further improvement in the relevance of ads, the nascent monetisation of WhatsApp, e-commerce particularly on Instagram and perhaps even digital payments.

intuit

Company: Intuit

Sector: Technology

In Portfolio Since: Feb-18

Company Size: £82bn

Leading accounting software helping millions of small businesses stay on top of their finances

Intuit is the company behind both QuickBooks, the leading accounting software for small business globally and TurboTax, the leading tax-filing software for individuals in the US. This niche focus and an excellent management team that embraces 'self-disruption' have helped Intuit to thrive across various technology eras (DOS, Windows, Web and Mobile) since its founding in the 1980s.

While accounting and tax may sound 'boring', Intuit enjoys myriad growth opportunities. The majority of small businesses still don't use any accounting software and the majority of US citizens still pay professionals to help file their taxes. Technology is helping to change both. For example, QuickBooks Online, the web and mobile based version, allows receipts and invoices to be captured in seconds using a smartphone camera and automatically matched to bank statements. QuickBooks Online has grown their subscribers from 700k to 3.4m in just 3 years - impressive, yet still only a fraction of the hundreds of millions of small businesses globally that Intuit targets.



Company: Mastercard
Sector: Financials
In Portfolio Since: Oct-17
Company Size: £274bn

Enabling half of all card transactions globally? Priceless

Mastercard is a high quality business benefiting from the structural shift of payments away from cash to mobile, online and contactless transactions. At its core, Mastercard runs BankNet, a global payment network connecting major banks for verifying and processing card payments. Mastercard is able to process hundreds of millions of transactions per day due to its superior technology. Looking ahead, Mastercard is seeking to build on its successes in consumer payments to business-to-business transactions (much of which is still made manually by cash or cheque) and we are confident in their ability to navigate and execute on this multi-decade opportunity.



Company: Microsoft
Sector: Technology
In Portfolio Since: Sep-17
Company Size: £1,375bn

Powering businesses and home computing around the world is not enough for the world's largest software company

Microsoft's products; Windows, Office, server operating systems and developer tools, are part of the foundation of almost every enterprise. But history is littered with examples of companies in such enviable positions that abuse their power over customers and fail to adapt to a changing world. We believe Microsoft is a rare exception.

Since taking over as CEO in 2014, Satya Nadella has reinvigorated Microsoft by pursuing a more 'open' strategy (Office 365 works on Apple iPhones - unthinkable previously), overhauling internal culture to attract the best talent and focusing attention firmly on the future of technology (Microsoft is one of the top contributors to open source software and artificial intelligence research).



Company: Nintendo
Sector: Entertainment
In Portfolio Since: Dec-20
Company Size: £55bn

Creating timeless memories for children and adults alike since the 70s with Mario, Zelda and Pokemon

Nintendo is the owner of timeless family-friendly gaming IP including Mario, Zelda and Pokemon. The company has been able to update its games franchises to stay with the zeitgeist over the last four decades and has been relentlessly adding to its roster of best-loved games over time.

Nintendo is an innovative company and we believe the Nintendo Switch represents a game-changing (pardon pun) way of keeping fans engaged and updated beyond the traditional console cycle.



Company: Stryker
Sector: Healthcare
In Portfolio Since: Jan-20
Company Size: £72bn

Improving the quality of life for ageing populations with joint replacements and lifesaving operations

Stryker is a world-leading medical device company with market leading positions across its three franchises in Orthopaedics, Medical Surgery and Neurotechnology. We believe that through a combination of a highly dynamic culture, exceptional customer focus and innovation Stryker is able to outperform the medical device industry. Moreover, tailwinds, such as Stryker's robotic platform and international expansion, should continue to support Stryker's growth over multiple years.

We also consider Stryker's management team to be one of the best in the industry and view their capital allocation, which is focused on small acquisitions in their core areas, as judicious. As a result, we are confident in Stryker's ability to deliver double-digit cash flow growth over the medium term and hence view it as an attractive investment.



Company: Visa
Sector: Financials
In Portfolio Since: Mar-18
Company Size: £361bn

The world's largest and most connected payments company

Visa is a high quality business benefiting from the structural shift of payments away from cash to mobile, online and contactless transactions. Visa operates VisaNet, a global payment network connecting major banks for verifying and processing card transactions. In 2018, Visa successfully merged its European and global operations so that its full array of value added products and services (especially in transaction security) could be rolled out across bank and fintech customers across Europe. Like Mastercard, Visa is building on its successes in consumer payments and bringing this to the B2B space. We are confident in their ability to navigate and execute on this multi-decade opportunity.

