

Morgan Stanley Investment Funds

### Global Brands Fund - ZX Shares (Distributing Share Class)

ACTIVE FUNDAMENTAL EQUITY  
FACTSHEET | 31 December 2018

Investors should read the Key Investor Information Document and Prospectus before investing.



MORNINGSTAR OVERALL RATING\*  
EAA FUND SECTOR EQUITY CONSUMER  
GOODS & SERVICES  
CLASS ZX SHARES

Out of 298 Funds. Based on Risk Adjusted Return. Class ZX Shares: 3yr. rating 5 Stars; 5yr. rating 5 Stars.

#### Investment Objective

Long term growth of your investment.

#### Investment Approach

The investment team believes that high-quality companies can generate superior returns over the long term. Such companies are typically built on dominant market positions, underpinned by powerful, hard to replicate intangible assets that can generate high, unlevered returns on operating capital and strong free cash flows. Other characteristics are recurring revenue streams, pricing power, low capital intensity and organic growth.

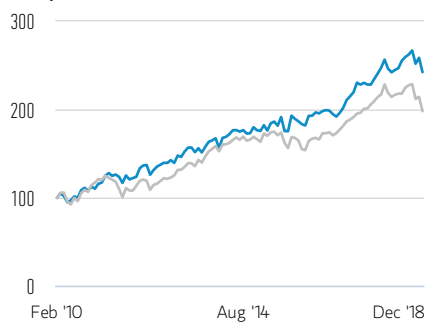
#### Investment Team

	JOINED FIRM	YEARS OF INVESTMENT EXPERIENCE
William Lock, Head of International Equity Team	1994	27
Bruno Paulson, Managing Director	2009	25
Dirk Hoffmann-Becking, Executive Director	2013	21
Nic Sochovsky, Executive Director	2015	21
Vladimir A. Demine, Executive Director	2009	17
Nathan Wong, Executive Director	2017	19
Marcus Watson, Executive Director	2008	11
Alex Gabriele, Executive Director	2012	10
Richard Perrott, Vice President	2015	13

Team members may be subject to change at any time without notice. The investment team took over management of the fund in June 2009.

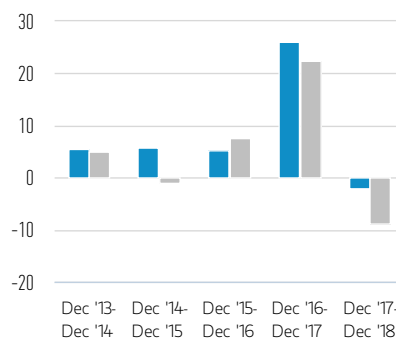
#### Class ZX Shares (% net of fees) vs. Index in USD

##### Performance of 100 USD Invested Since Inception (Cash Value)



— Class ZX Shares  
— MSCI World Net Index

##### 12 Month Performance Periods to Latest Month End (%)



■ Class ZX Shares  
■ MSCI World Net Index

#### Investment Performance (% net of fees) in USD

	Cumulative (%)				Annualised (% p.a.)			
	1 M	3 M	YTD	1 YR	3 YR	5 YR	10 YR	INCEPTION
Class ZX Shares	-6.28	-9.21	-2.00	-2.00	9.11	7.69	--	10.51
MSCI World Net Index	-7.60	-13.42	-8.71	-8.71	6.30	4.56	--	8.02

	2018	2017	2016	2015	2014	2013	2012
Class ZX Shares	-2.00	26.05	5.14	5.76	5.42	20.13	14.08
MSCI World Net Index	-8.71	22.40	7.51	-0.87	4.94	26.68	15.83

Past performance is not a reliable indicator of future results. Returns may increase or decrease as a result of currency fluctuations. All performance data is calculated NAV to NAV, net of fees, and does not take account of commissions and costs incurred on the issue and redemption of units. The sources for all performance and Index data is Morgan Stanley Investment Management.

#### Share Class

Share Class	CLASS ZX
Currency	U.S. dollars
ISIN	LU0360612351
Bloomberg	MORGBZX LX
Inception Date	22 February 2010
NAV	\$ 84.20

#### Fund Facts

Launch date	30 October 2000
Base currency	U.S. dollars
Index	MSCI World Net Index
Total assets	\$10.2 billion
Structure	Luxembourg SICAV

#### Charges (%)

Charges (%)	CLASS ZX
Max Entry Charge	1.00
Ongoing Charges	0.90
Management Fee	0.75

Entry Charge is a maximum possible figure. In some cases you might pay less, you can find this out from your financial adviser. Ongoing Charges reflect the payments and expenses incurred during the fund's operation and are deducted from the assets of the fund over the period. It includes fees paid for investment management (Management Fee), trustee/custodian, and administration charges. For more information please see the Charges and Expenses section of the prospectus.

#### Subscriptions (USD)

Subscriptions (USD)	CLASS ZX
Minimum Initial Investment	0
Minimum Subsequent Investment	0

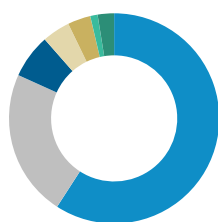
#### Statistics

Statistics (3 Year annualised)	CLASS ZX	INDEX
Excess Return (%)	2.80	--
Alpha (%)	4.12	--
Beta	0.75	1.00
Information ratio	0.50	--
R squared	0.72	1.00
Tracking error (%)	5.57	--
Volatility (Standard deviation) (%)	9.33	10.53

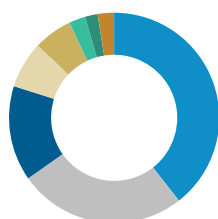
#### Characteristics

Characteristics	FUND	INDEX
Active share (%)	92.83	--
Number of holdings	29	1,633
Free cash flow yield (Next 12 Months) (%) <sup>1</sup>	5.06	6.27
Price/earnings (Next 12 months)	18.95	13.47
Dividend Yield (Next 12 Months) (%)	2.39	2.94

<sup>1</sup> Financials and Real Estate sectors are excluded from characteristics where income statement, balance sheet, or cash flow statement ratios are not economically meaningful.

**Top Countries (% of Total Net Assets)<sup>2</sup>**

	FUND	INDEX
United States	59.15	61.71
United Kingdom	22.61	5.91
France	6.79	3.88
Germany	4.28	3.10
Netherlands	3.53	1.20
Italy	1.13	0.79
Cash & equivalents	2.52	--
<b>Total</b>	<b>100.00</b>	<b>--</b>

**Sector Allocation (% of Total Net Assets)<sup>2,3</sup>**

	FUND	INDEX
Consumer Staples	39.45	8.66
Information Technology	25.78	14.93
Health Care	14.64	13.36
Communication Services	7.20	8.29
Industrials	5.96	10.93
Financials	2.50	16.20
Consumer Discretionary	1.95	10.44
Cash & equivalents	2.52	--
<b>Total</b>	<b>100.00</b>	<b>--</b>

**Top Holdings (% of Total Net Assets)<sup>4</sup>**

	FUND	INDEX
Reckitt Benckiser plc	8.39	0.14
Twenty-First Century Fox Inc	7.20	0.20
Microsoft Corp	7.08	2.07
Unilever plc	5.24	0.17
Visa Inc	4.84	0.66
Sap Se	4.28	0.27
Accenture plc	4.17	0.25
Philip Morris Inc	3.85	0.29
Coca-Cola Company	3.82	0.54
Baxter International Inc	3.72	0.09
<b>Total</b>	<b>52.59</b>	<b>--</b>

<sup>2</sup> May not sum to 100% due to rounding.

<sup>3</sup> For additional information regarding sector classification/definitions please visit [www.msci.com/gics](http://www.msci.com/gics) and the glossary at [www.morganstanley.com/im](http://www.morganstanley.com/im).

<sup>4</sup> These securities and percentage allocations are only for illustrative purposes and do not constitute, and should not be construed as, investment advice or recommendations with respect to the securities or investments mentioned.

Please refer to the Prospectus for full risk disclosures, available at [www.morganstanleyinvestmentfunds.com](http://www.morganstanleyinvestmentfunds.com). All data as of 31.12.2018 and subject to change daily.

**DEFINITIONS**

**Active Share** is a measure of the percentage of stock holdings in a manager's portfolio that differ from the benchmark index (based on holdings and weight of holdings). Active Share scores range from 0%-100%. A score of 100% means you are completely different from the benchmark. Active Share calculation may consolidate holdings with the same economic exposure. **Alpha** (Jensen's) is a risk-adjusted performance measure that represents the average return on a portfolio or investment above or below that predicted by the capital asset pricing model (CAPM) given the portfolio's or investment's beta and the average market return. Prior to 6/30/2018 Alpha was calculated as the excess return of the fund versus benchmark. **Beta** is a measure of the relative volatility of a fund to the market's upward or downward movements. A beta greater than 1.0 identifies an issue or fund that will move more than the market, while a beta less than 1.0 identifies an issue or fund that will move less than the market. The Beta of the Market is always equal to 1. **Bloomberg** stands for 'Bloomberg Global Identifier (BGGID)'. This is a unique 12 digit alphanumeric code designed to enable the identification of securities, such as the Morgan Stanley Investment Funds sub-funds at share class level, on a Bloomberg Terminal. The Bloomberg Terminal, a system

**Share Class ZX Risk and Reward Profile**

Lower Risk

Higher Risk



Potentially Lower Rewards

Potentially Higher Rewards

The risk and reward category shown is based on historic data.

- Historic figures are only a guide and may not be a reliable indicator of what may happen in the future.
- As such this category may change in the future.
- The higher the category, the greater the potential reward, but also the greater the risk of losing the investment. Category 1 does not indicate a risk free investment.
- The fund is in this category because it invests in company shares and the fund's simulated and/or realised return has experienced high rises and falls historically.
- The fund may be impacted by movements in the exchange rates between the fund's currency and the currencies of the fund's investments.

This rating does not take into account other risk factors which should be considered before investing, these include:

- The fund relies on other parties to fulfill certain services, investments or transactions. If these parties become insolvent, it may expose the fund to financial loss.
- There may be an insufficient number of buyers or sellers which may affect the fund's ability to buy or sell securities.
- Investment in China A-Shares via Shanghai-Hong Kong and Shenzhen-Hong Kong Stock Connect programs may also entail additional risks, such as risks linked to the ownership of shares.
- Past performance is not a reliable indicator of future results. Returns may increase or decrease as a result of currency fluctuations. The value of investments and the income from them can go down as well as up and investors may lose all or a substantial portion of his or her investment.
- The value of the investments and the income from them will vary and there can be no assurance that the Fund will achieve its investment objectives.
- Investments may be in a variety of currencies and therefore changes in rates of exchange between currencies may cause the value of investments to decrease or increase. Furthermore, the value of investments may be adversely affected by fluctuations in exchange rates between the investor's reference currency and the base currency of the investments.

**Additional Z Share Classes**

	CURRENCY	LAUNCH	ISIN	BLOOMBERG
Z	USD	10.06.2008	LU0360482987	MORGBRZ LX
ZH (EUR)	EUR	04.11.2008	LU0360483019	MORGBZH LX
ZH (GBP)	GBP	20.12.2011	LU0715348123	MSGBZHS LX
ZHR (GBP)	GBP	03.06.2016	LU1418832595	MSGBZHG LX

provided by Bloomberg L.P., enables analysts to access and analyse real-time financial market data. Each Bloomberg code starts with the same BBG prefix, followed by nine further characters that we list here in this guide for each share class of each fund. **Cash & Equivalents** are defined as the value of assets that can be converted into cash immediately. These include commercial paper, open FX transactions, Treasury bills and other short-term instruments. Such instruments are considered cash equivalents because they are deemed liquid and not subject to significant risk of changes in values. **Dividend yield** is the ratio between how much a company pays out in dividends each year relative to its share price. **Excess Return** or value added (positive or negative) is the portfolio's return relative to the return of the benchmark. **Free cash flow yield (Next 12 months)** is a financial ratio that measures a company's operating free cash flow minus its capital expenditures per share and dividing by its price per share. Free cash flow yield ratio is calculated by using the underlying securities of the fund. **Information ratio** is the portfolio's alpha or excess return per unit of risk, as measured by tracking error, versus the portfolio's benchmark. **ISIN** is the international securities identification number (ISIN), a 12 digit code consisting of numbers and letters that distinctly identifies securities. **NAV** is the Net Asset Value per share of the Fund (NAV), which represents the value of the assets of a fund less its liabilities. **Number of holdings**

provided are a typical range, not a maximum number. The portfolio may exceed this from time to time due to market conditions and outstanding trades. **Price/earnings (P/E)** is the price of a stock divided by its earnings per share for the past 12 months. Sometimes called the multiple, P/E gives investors an idea of how much they are paying for a company's earning power. The higher the P/E, the more investors are paying, and therefore the more earnings growth they are expecting. **R squared** measures how well an investment's returns correlate to an index. An R squared of 1.00 means the portfolio performance is 100% correlated to the index's, whereas a low r-squared means that the portfolio performance is less correlated to the index's. **Tracking error** is the standard deviation of the difference between the returns of an investment and its benchmark. **Volatility (Standard deviation)** measures how widely individual performance returns, within a performance series, are dispersed from the average or mean value.

## INDEX INFORMATION

The **MSCI World Net Index** is a free float adjusted market capitalization weighted index that is designed to measure the global equity market performance of developed markets. The term "free float" represents the portion of shares outstanding that are deemed to be available for purchase in the public equity markets by investors. The performance of the Index is listed in U.S. dollars and assumes reinvestment of net dividends. The index is unmanaged and does not include any expenses, fees or sales charges. It is not possible to invest directly in an index.

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Applications for shares in the Fund should not be made without first consulting the current Prospectus, Key Investor Information Document ("KIID"), Annual Report and Semi-Annual Report ("Offering Documents"), or other documents available in your local jurisdiction which is available free of charge from the Registered Office: European Bank and Business Centre, 6B route de Trèves, L-2633 Senningerberg, R.C.S. Luxembourg B 29 192. In addition, all Italian investors should refer to the 'Extended Application Form', and all Hong Kong investors should refer to the 'Additional Information for Hong Kong Investors' section, outlined within the Prospectus. Copies of the Prospectus, KIID, the Articles of Incorporation and the annual and semi-annual reports, in German, and further information can be obtained free of charge from the representative in Switzerland. The representative in Switzerland is Carnegie Fund Services S.A., 11, rue du Général-Dufour, 1204 Geneva. The paying agent in Switzerland is Banque Cantonale de Genève, 17, quai de l'Île, 1204 Geneva. The document has been prepared solely for informational purposes and does not constitute an offer or a recommendation to buy or sell any particular security or to adopt any specific investment strategy.

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of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. Ratings do not take into account sales loads.

The **Europe/Asia and South Africa category (EAA)** includes funds domiciled in European markets, major cross-border Asian markets where material numbers of European UCITS funds are available (principally Hong Kong, Singapore and Taiwan), South Africa, and selected other Asian and African markets where Morningstar believes it is of benefit to investors for the funds to be included in the EAA classification system.

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