



# IBIS Global Media Fund

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January 2009	IBIS Global Media (USD Cl.1)	IBIS Global Media (EUR Cl.2)*	MSCI World	MSCI Media
NAV	108.55	104.57	-	-
Performance on month	-0.7%	-0.7%	-10.5%	-10.1%
Performance YTD	+0.5%	+1.0%	-18.4%	-19.5%
Performance since inception	+8.6%	+4.6%	-53.1%	-58.2%

\*Euro class launched April 2008

## Performance Table (USD Sub Class 1) – Fund Inception July 2007

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2007	-	-	-	-	-	-	-0.0%	+0.5%	+0.4%	+0.1%	-0.1%	+1.6%	+2.4%
2008	+0.9%	+1.3%	+0.0%	-0.8%	+1.4%	+1.1%	+2.1%	+0.1%	-3.1%	-0.3%	-0.2%	+2.9%	+5.5%
2009	+1.2%	-0.7%	-	-	-	-	-	-	-	-	-	-	+0.5%

## Fund Statistics – Gross (Portfolio) Returns

# longs	10
# shorts	12
Volatility	+5.5%
Annualised Alpha*	+6.2%
Annualised Sharpe Ratio*	0.05
Beta*	0.01
Correlation (to S&P 500)*	0.07

## NAV Performance- USD Sub Class 1

Month	Best	+2.9%
	Worst	-3.1%
	Average	+0.4%
	% Positive months	65%
Exposure	Gross (δ adj.)	66.7%
	Net	+1.1%

## Fund Description & Strategy

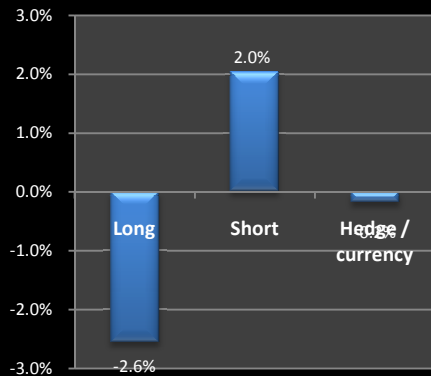
IBIS Global Media Fund is a specialist long/short equity fund focused on the global media sector. Sub-sectors covered include entertainment & content, professional & consumer publishing, marketing services, broadcasting & pay TV, radio & outdoor and internet stocks.

The fund's objective is to provide investors with attractive absolute returns and moderate volatility. The managers employ a blend of intensive top down and bottom up research in order to generate investment ideas at the sector, sub-sector and stock specific level.

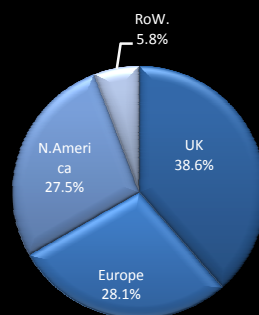
The management team consists of David Forster, Peter Wilton and Edward Montague (Operations Manager and Analyst). David Forster has 6 years of industry experience and 15 years experience as an equity analyst specialising in media. He was latterly responsible for global media research at Citigroup. Peter Wilton was previously a fund manager at Threadneedle Asset Management with long only and hedge fund experience. He has covered the media sector for 18 years.

IBIS Global Media Fund is registered in the Cayman Islands and its shares are listed on the Irish Stock Exchange (USD Class SEDOL code B1VPPH2; EUR Class SEDOL codes B1VPC7 & B1VPPF8). IBIS Capital Partners LLP is authorised and regulated by the Financial Services Authority (FSA), UK.

## Monthly Contribution %

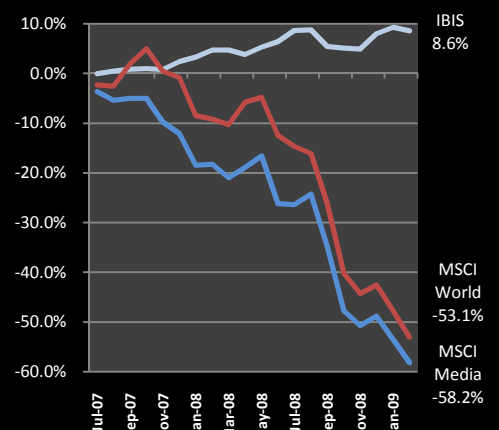


## Gross Regional Exposure



Note: Most major media companies have significant global operations

## Performance since inception vs Indices



## Fund Details

Manager	IBIS Capital Partners LLP
Administrator	PFPC (Ireland) Ltd.
Prime Broker	Goldman Sachs Intl.
Domiciled	Cayman Is.
Inception date	02 July 2007
Performance fee	20% (with H.W.M.)
Management fee	1.75%
Share classes	USD, Euro
Min. investment	\$100,000
Subscription	Monthly
Redemption	Quarterly
Contacts:	David Forster +44 207 070 7087 Peter Wilton +44 207 070 7083

## Summary

- February was a disappointing month, with our NAV per share -0.7%. However, once again we demonstrated our ability to preserve capital in a very difficult market environment. MSCI Media was down 10.1% in February, while MSCI World was -10.5%.
- We moved from modestly net short to marginally net long as the month progressed. Broadly our portfolio performed satisfactorily with a notable exception of a long position, which was the subject of a profit warning and saw a sharp decline. We viewed the fall as overdone and averaged down. We are pleased to report that the stock has subsequently bounced 39% from its recent low and is currently making a useful contribution to March's performance.
- We are still seeing significant negative earnings' revisions to certain advertising exposed names, although there have also been a number of resilient performances, especially amongst business information publishers. A key conundrum for the market is which of the stocks that have held up well to date are genuinely resilient and which are simply late cycle? We think that we know some of the answers and have positioned our Fund accordingly.
- Certain stocks are now deep into value territory. However, we remain wary of moving significantly long given that we see limited catalysts to justify more than a bear market bounce. Earnings revisions are set to remain negative and while expectations for 2009 are becoming more reasonable we believe that there is excess optimism with regards to 2010.

### Summary

We were disappointed to have ended February down, although the decline of 0.7% in our NAV per share was in the context of a market backdrop of -10%. Our NAV was actually up for most of the month, with the eventual negative outcome essentially down to one long position where we made the mistake of being too early with our initial purchases. Notwithstanding, we remained convinced that the stock was undervalued and decided to average down, which, at least in the short term, has been vindicated by a 39% bounce in the share price. While the current month has a way to run we have already seen our Fund more than make up last month's fall and set new record highs.

We are starting to build up our gross again, having bought it down at the close of last year. We ended February with a gross of 66.7%, up from 51.3% at end January. We expect to make further progress in the coming weeks towards becoming fully invested as, although market conditions remain tricky, we view the present investment environment as primarily fundamentally driven in contrast to extended periods of the second half of last year when technical factors were overwhelming fundamentals.

Although we are now well into the negative earnings revision cycle the trend remains firmly down. We continue to see a lot of denial built into earnings expectations, both for 2009 and especially 2010. In some cases the market is still way off the pace, in our opinion. For example, French based outdoor specialist, JC Decaux, recently announced its full year results and provided an update on current trading. This led analysts to cut their 2009 earnings expectations by 35-50%! In our opinion they are still too optimistic. We first shorted JC Decaux in October 2007 at €25.5, and have held a short position ever since, although there have been times when we have traded the position. Our most recent action was to increase our short in February this year at €12.1. The shares are currently €8.1.

Although the more cyclically exposed companies in sub-sectors such as newspapers, free-to-air TV, radio and outdoor have typically been subject to multiple negative earnings revisions there are still certain areas of media that have proved resilient to date. For example, earnings of the global advertising and marketing services groups have held up well so far, although we think that they are currently experiencing a very sharp deterioration in trading that will become manifest over the next 2 quarters. A number of global professional information publishers have also seen limited cyclical impact on their reported earnings. In some cases this is because they are providing genuine must-have content to relatively unaffected end-users but in other cases it is only a question of time before growth rates crack. It is in areas such as these where we currently see some of the more interesting shorting opportunities now that the "easy" money has been made in the more obvious cyclical shorts.

On the long side there is some outstanding value beginning to emerge on a selective basis, especially in the small and mid cap space. However, we are ever mindful of our Fund's liquidity and therefore our focus is still very much on the mid-big cap space. We also believe that there is no urgency in moving meaningfully net long because we see few catalysts to sustain a prolonged recovery but several that suggest that caution is still required. In particular the market is still punishing stocks that produce negative earnings surprises and there are plenty more of those to come. Expectations for both 2009 and 2010 still require substantial downwards revision and we do not see this as being fully discounted.

### Attribution

Our short book made a decent positive return in February with Disney, Omnicom Group and United Business Media the major contributors. The performance of our long book was mixed and loss making overall. One position, SES Global, was actually up on the month; no mean feat in a down 10% market. However, a number of positions saw sizeable falls and, as referenced earlier, we had one particular disappointment which lost us 1% of NAV, which given that we were down 0.7% on the month, was the difference between an up and down month. The good news is that the damage has been substantially undone given the stock's subsequent bounce and some already profitable averaging down.

### Outlook

The last few days have seen some relief from the most recent precipitous sell off. There is certainly a case to be made that many names are oversold and therefore it is not a surprise to see a number of stocks bouncing sharply. In some cases we think that this will prove to be a temporary respite but in a very few individual cases we are wondering if prices have hit what will prove to be a genuine bottom. Typically these are companies, and we stress that we really are only talking a few, where earnings expectations have been savagely cut back, valuations have been smashed, and where we think that it possible that the market has overshot. However, consistent with our earlier comments, these companies are the exception, not the rule, and for the overall sector we are pretty confident that consensus earnings remain on a downward slope.

In conclusion the present market environment should be conducive for us to continue to provide positive returns for our investors. There are a number of cosy consensus views in the market about certain stocks that we think will ultimately be proven wrong and where we have positioned ourselves accordingly. As ever there continues to be significant differentials between different media sub-sectors and even names within the same sub-sector. Consequently, even with no meaningful directional bias we are optimistic about our ability to build a portfolio of value creating positions.

\*NB: Fund statistics calculated with reference to Gross Portfolio Returns and using daily returns; Market Proxy: S & P 500; Risk Free Rate: 5.0; Figures are unaudited. Source: IBIS Capital Partners LLP

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