



Vanguard®

What makes Vanguard different

When John C. Bogle founded Vanguard in 1975, his objective was to completely change the investing world. To do that, however, he needed to completely disrupt the investment industry—from the types of products available to investors to the management fees being charged.

And, it was all based around a simple but revolutionary premise – that investment companies should operate in the sole interests of their investors.

Vanguard's core purpose is to take a stand for all investors, to treat them fairly, and to give them the best chance for investment success

Vanguard became an industry pioneer, launching the very first index fund and, over the past four decades, has consistently led the way in driving down the cost of investing.

Today, as one of the world's largest investment management companies, our core purpose remains unchanged – to take a stand for all investors, to treat them fairly, and to give them the best chance for investment success.

Our global suite of low-cost products now incorporates hundreds of managed funds and exchange traded funds, giving investors at all levels the products they need to create diversified investment portfolios for every stage of life.

Putting investors first

What sets Vanguard apart—and lets us put investors first—is our mutual ownership structure. As such, rather than being publicly traded, we are owned by our investors.

This aligns our interests with investors and drives the culture, philosophy and policies throughout Vanguard.

Our investment expertise

When you invest with Vanguard, you have more than 40 years of investment experience behind you. So, no matter which investment products suit your needs, you can feel confident that Vanguard investments are built on a rigorous investment philosophy that stands the test of time.

Low-cost investing

Investors can't control the markets, but they can control the costs of investing.

Providing low-cost investments isn't a pricing strategy for us. It's how we do business. We can keep costs low because of our ownership structure, which allows us to return more profits to investors through lower costs.

Also, as our assets under management continue to increase globally, we can further reduce expense ratios for the investors in our funds.

Investing with Vanguard

Vanguard's powerful combination of high-quality, low-cost investments drives our funds' competitive long-term performance.

Investors enjoy a number of key benefits when investing with Vanguard.

Global scale: Vanguard has access to world-class systems and deep investment talent. This means investors benefit from sophisticated trading capabilities, greater risk mitigation, and the extensive global reach of our investment teams.

Low management costs: When compounded over time, management costs and fund expenses significantly detract from the overall performance of a fund. Vanguard funds are low cost because of the efficient manner in which they are managed.

Low transaction costs: Our funds generally have low portfolio turnover as they tend to 'buy and hold' securities for longer periods. Efficient portfolio management results in low ongoing transaction costs, such as brokerage, commissions, stamp duty, custody and other expenses associated with trading securities.

Tax efficiency: Our long-term investment management approach minimises portfolio turnover, which means investors get the advantage of available capital gains tax

concessions. The compounding effect of having more money invested rather than paid out as taxable income is a distinct advantage over the long term.

Diversification: Vanguard products are broadly diversified, which gives investors access to a broad spread of securities. Portfolio diversification means less exposure to the performance fluctuations of individual securities, moderating overall volatility.

Vanguard funds are low cost because of the efficient manner in which they are managed

Long-term thinking: Our investment products are purpose built for the long term. Added to this, our long-tenured investment teams bring a disciplined approach to portfolio management alongside a consistent focus on long-term results.

Our awards

Vanguard has consistently been recognised as a leading provider of investment products and services in the Australian market.

Our extensive list of industry awards includes being named Fund Manager of the Year over multiple years by Morningstar and the *Australian Financial Review*, while our exchange traded funds also have been named as "Best of the Best" over numerous years by *Money Magazine*.



Connect with Vanguard™ > vanguard.com.au

Vanguard Investments Australia Ltd (ABN 72 072 881 086 / AFS Licence 227263) is the product issuer. We have not taken your circumstances into account when preparing this presentation so it may not be applicable to your circumstances. You should consider your circumstances and our Product Disclosure Statements ("PDSs") before making any investment decision. You can access our PDSs at vanguard.com.au or by calling 1300 655 101. Past performance is not an indication of future performance. This document was prepared in good faith and we accept no liability for any errors or omissions. © 2019 Vanguard Investments Australia Ltd. All rights reserved.
ACEA1_122019