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Spotlight July 2008

Monthly Newsletter



A page from our calendar

July 2008



Free Insurance Coverage

"Atlas Pension Fund provides you with free insurance cover in the event of accidental death and disability to the maximum extent of 100 times the monthly contribution, or Rs. 4,000,000 whichever is lower."

DISCLAIMER

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All investments in mutual funds are subject to market risks. The NAV based prices of units and any dividends / returns thereon are dependent on forces and factors affecting the capital markets. These may go up or down based on market conditions. Past performance is not necessarily indicative of future results. Please read the "Risk" & "Disclaimer" clauses of the respective funds' offering document and consult your investment legal advisor for understanding the investment policies and risks involved.

Message From The Editor

Dear Readers,

Atlas Asset Management Limited (AAML), subject to SECP approval, will be shortly launching an Income Payment Plan which shall be offered not only to the participants of Atlas Pensions upon reaching their retirement age, but also to any individual who wishes to make a lump sum payment to AAML. The Income Payment Plan will pay monthly income in the form of pension payments commencing from the chosen retirement date up to the age of 75 years. The monthly income shall comprise of repayment of a certain percentage of the accumulated amount and return on the outstanding balance.

AAML has also made some significant strides in its Pensions Business. Atlas Pensions, based on Voluntary Pension Scheme (VPS), is a comprehensive savings product. It is a more sophisticated and superior scheme than the traditional Provident Fund. Further, as per the changes in Clause 3 Part I of 6th Schedule of Income Tax Ordinance 2001, the employer's contribution to the Provident Fund is now only exempt from taxation up to lower of 10% of salary or Rs. 100,000. Anything in excess of this limit is added to the income of the employee. VPS, hence, has a distinct advantage in this regard.

AAML will be launching Atlas Islamic Income Fund by the end of August. The exact dates of the Initial Public Offering (IPO) will be announced shortly. We look forward your participation in the IPO!

In closing, we would like to thank our readers for appreciating the new look of Spotlight. We look forward to your valued suggestions and comments in future as well.

Please contact us for further details, terms and conditions at 111-MUTUAL (6-888-25) or visit our website www.atlasfunds.com.pk.

Best wishes,

Editor

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Contact us for queries, comments or suggestions at **Spotlight@atlasfunds.com.pk** or Ground Floor, Federation House, Shahrae-Firdousi, Clifton, Karachi

Market Review



On The Stock Market Front

During the first month of FY08-09, the KSE - 100 Index declined by 13.88% from 12,289, as on June 30, 2008 to 10,583 as on July 31, 2008. Average daily trading volumes further dropped to 81 mn shares as compared to 140 mn shares traded during June 2008.

After initial weeks of negative returns, the compelling equity valuations coupled with announcement regarding Rs. 20bn equity market fund had improved investors' participation in the market. However, the KSE -100 index in anticipation of further monetary tightening by SBP witnessed volatility towards the end of month. The SBP decided to increase policy rates by 100 basis points in order to curb inflationary pressures.

The oil and gas sector remain under pressure as ECC mulled over reduction in deemed duty on oil refineries to 7.5% from 10%, capping oil marketing companies margins at \$100 per barrel of crude oil price levels. Decline in demand and depressing margins for cement, fertilizers and auto assemblers further aggravated the bearish sentiments in the market during the period under review.

The commodity prices depicted downturn during the later half of the month, which will ease pressure on key economic variables and margins of the companies. Additionally positive earnings expectations from various sectors are to be announced in the next couple of months, which may likely draw investors' attention.

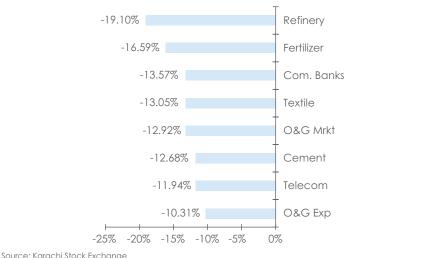
On The Money Market Front

The State Bank of Pakistan, in its latest announced Monetary Policy statement, raised Discount Rates by a further 100bps to 13%. There was no changes made to the Cash Reserve Requirements nor the Statutory Liquidity Requirement. These measures taken are in light of the existing inflationary pressures and persistant weakening of macro economic indicators. The State Bank of Pakistan however did mange to check on the high KIBOR rates. These rates did ease towards the end of the month, falling sharply to 13.48% although they have averaged 14.11% in this month. State Bank of Pakistan continues to exercise its monetary tools, for tightening of rates, by conducting frequent OMO's to keep a check on excess liquidity.

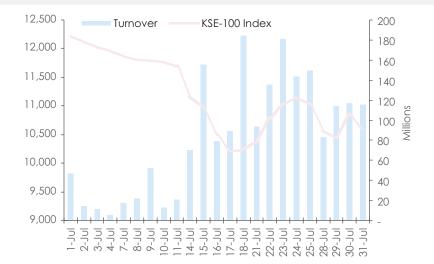
A moderate increase in yields were observed for the shorter tenor Treasury Bill, however CFS rates remained under pressure due to ample liquidity and lower levels of speculation taking place in the Equity markets. Term Deposit rates have remained volatile from different counters but have been able to provide a favorable return for our investors.

Going forward, mutual fund returns will flourish in light of resetting of TFC Coupon rates. Although inflationary pressures continue to endure, one can not rule out interim Monetary measures that may further increase interest rates.

Sector Performance - July, 08

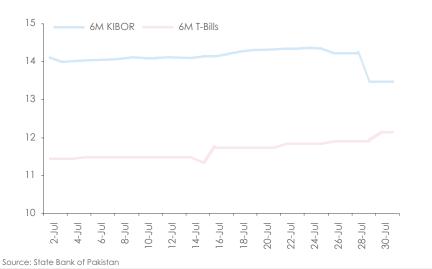


KSE 100 Index & Shares Turnover



Source: Karachi Stock Exchange

6 Months KIBOR vs 6 Months T-Bills



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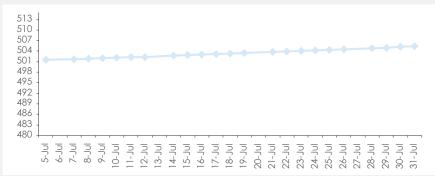
Atlas Income Fund (AIF)



Investment Objective

AIF aims at achieving a good rate of current income consistent with reasonable concern for safety of principal and providing the investors with liquidity and the facility to join or leave the fund at their convenience.

AIF - NAV Performance



Trailing Performance

11.18%	10.35%	9.87%	9.66%	9.99%
(1 Month)	(3 Months)	(6 Months)	(1 Year)	Inception
30 Days	90 Days	180 Days	360 Days	Since

^{*} Annualized Return

Interest Rates Scenario*

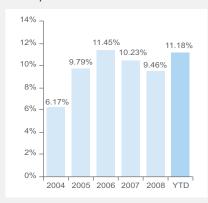
KIBOR 3 months	13.20%
KIBOR 6 months	13.48%
Discount Rate	13.00%
6 months T-bills	12.15%
10 Years PIBs	14.20%
Inflation (CPI)**	21.50%

^{*} Source: Business recorder (31-July-08) & SBP's website

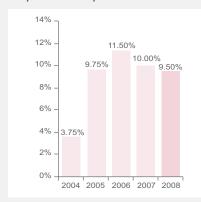
Portfolio Composition (%)

Asset Mix	Jul-08	Jun-08
TFCs	39.4	38.4
CFS	24.7	23.0
TDR	20.4	19.3
MM	9.6	9.8
Cash	4.0	6.7
Others	2.0	3.0

Yearly Performance



Payout History



Fund Facts

Fund Inception Date Mar-04 Type Open-ended - Income Seed Capital Rs. 300 Million Sales Load 2% (Front-end) 1.25% of Annual Net Assets Management Fee Rating 5 Star (Long Term) by PACRA Lahore Stock Exchange Listing Trustee Central Depository Co. **Auditors** Ford Rhodes SHC Benchmark Average 1 Month KIBOR Bloomberg Code ATLSINCF PA

Rs.5,000/-

PKR 3,966 Fund Size (mn) NAV PKR 505.37

Volitility Measures

Minimum Investment

Standard Deviation	0.91%
Active Return	-0.35%
Tracking Error	0.52%
Sharpe Ratio	-0.39

Definitions of these terms are on back page

Administrative Plans

These are allocations between ASMF and AIF aiming at a customized investment approach to the investors to meet their personal goals and preferences.

Income Multipler Plan

Weight	AIF 85%	ASMF 15%	
Weighted Av. Return (2005-06)		14.61%
Weighted Av. Return (2006-07)		13.10%
Weighted Av. Return (2007-08)		7.00%

Balanced Plan

Weight	AIF 50%	ASMF 50%	
Weighted Av. Return (2	2005-06)		21.99%
Weighted Av. Return (2	2006-07)		19.81%
Weighted Av. Return (2	2007-08)		1.30%

Growth Plan

Weight	AIF 15%	ASMF 85%	
Weighted Av. Return (2005-06)		29.36%
Weighted Av. Return (2006-07)		26.52%
Weighted Av. Return (2007-08)		-4.40%

Note: The Administrative Plans were launched on January 7, 2008. The returns are based on respective asset allocations.

Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2008-09	11.18%												11.18%
2007-08	8.29%	8.81%	8.73%	9.81%	9.07%	8.98%	8.96%	8.38%	9.41%	9.16%	9.12%	9.89%	9.46%

^{**} June 2008

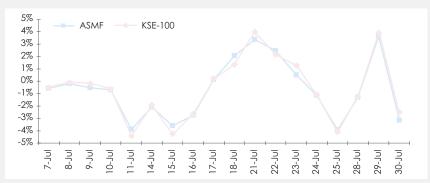
Atlas Stock Market Fund (ASMF)



Investment Objective

The objective is to generate capital appreciation along with modest income on the portfolio over a long term by actively investing in listed companies in Pakistan as per market conditions. The Fund manager key area of concern is to invest the fund's capital in selected shares that enjoy stability and will focus on listed securities with high returns and dividends.

ASMF VS Benchmark



Trailing Performance

30 Days	90 Days	180 Days	360 Days	Since
(1 Month)	(3 Months)	(6 Months)	(1 Year)	Inception
-20.41%	-28.84%	-21.99%	-19.90%	52.18%

^{*} Actual Returns - Not Annualized

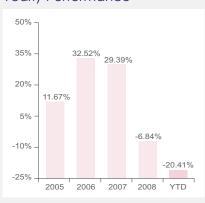
Sector Allocation (%)

Sector	Jul-08	Jun-08
OEC's	24.44	24.97
Banks	18.16	17.89
Fertilizer	16.93	17.11
OMC's	5.42	9.32
Paper & Board	4.09	3.81
Telecom	3.30	2.73
Cement	1.75	2.62
Auto's	1.67	3.71
Refinery	1.31	1.46
Textile	1.26	1.12

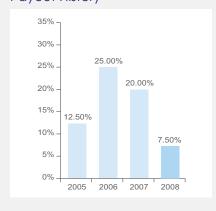
Top 10 Holdings

Scrip	Sectors
APL	O&GM
ENGRO	FERTILIZER
FFBL	FERTILIZER
MCB	BANKS
NBP	BANKS
OGDC	OEC's
PKGS	PAPER & BOARD
POL	OEC's
PPL	OEC's
UBL	Banks

Yearly Performance



Payout History



Fund Facts

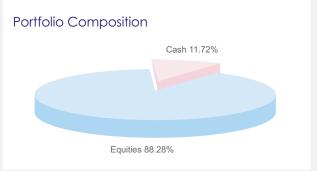
Fund Inception Date	Nov-04
Туре	Open-ended - Equity
Seed Capital	Rs. 314 Million
Sales Load	2% (Front-end)
Management Fee	3% of Annual Net Assets
Rating	4 Star by PACRA
Listing	Lahore Stock Exchange
Custodian & Trustee	Central Depository Co.
Auditors	Ford Rhodes SHC
Benchmark	KSE-100 Index
Bloomberg Code	ATLSTMF PA
Minimum Investment	Rs.5,000/-
Net Assets (mn)	PKR 1,121
NAV	PKR 441.78

Volitility Measures

Standard Deviation	1.55%
Active Return	0.35%
Tracking Error	1.54%
R-Squared	0.96

KSE-100 Index Performance Summary

('mln)	July-08	June-08	Change
100 Index	10,583.58	12,289.03	-13.9%
Mkt Cap	3,356,927	3,849,106	-12.8%
Turnover	115,201	11,485	903.1%
Trading Val.	10,318	11,111	-7.1%
Trades	73,974	4,980	1385.4%
Paid-up Cap.	712,796	706,419	0.9%



For Administrative Plans please refer to AIF Sheet.

Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2008-09	-20.41%												-20.41%
2007-08	-0.72%	-8.60%	8.11%	7.05%	-1.24%	-2.61%	0.92%	6.72%	2.13%	0.58%	-17.42%	0.95%	-6.84%

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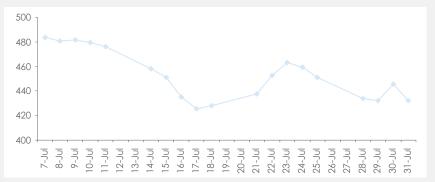
Atlas Islamic Fund (AISF)



Investment Objective

To achieve maximum return for Unit holders while at all time observing prudent investment practices, high professional standards, all applicable laws and the Shariah Code, in addition to maintaining a moderate risk profile.

AISF - NAV Performance



Trailing Performance

-13.66%	-23.93%	-17.20%	-13.40%	-10.27%
(1 Month)	(3 Months)	(6 Months)	(1 Year)	Inception
30 Days	90 Days	180 Days	360 Days	Since

^{*} Actual Returns - Not Annualized

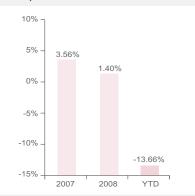
Sector Allocation (%)

Sector	Jul-08	Jun-08
OEC's	30.44	29.44
Fertilizer	30.39	29.95
Paper & Board	6.28	5.89
Telecom	5.36	4.69
Chemicals	3.82	3.31
OMC's	3.18	6.48
Power	2.54	1.56
Autos	1.31	2.74
Cement	1.22	1.80
Refinery	1.00	1.25

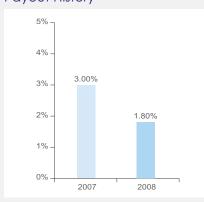
Top 10 Holdings

Sectors
FERTILIZER
FERTILIZER
FERTILIZER
POWER
O&GE
PAPER
O&GE
O&GE
OMCs
TELECOM

Yearly Performance



Payout History



Fund Facts

Fund Inception Date Jan-07

Type Open-ended - Islamic Fund Seed Capital Rs. 258.615 Million

Sales Load 1% (Front-end)

1.5% (For redemption in 1st Year)
1% (For redemption in 2nd Year)
0.5% (for redemption in 3rd Year)
Nil (after 3 years of investment)

(Slabs for back-end load)

3% of Annual Net Assets

Management Fee 3% of Annual Ne Rating Not Applicable

Listing Lahore Stock Exchange

Custodian & Trustee Central Depository Co.
Auditors Ford Rhodes SHC

Benchmark

Bloomberg Code

Minimum Investment

ATLSISF PA

Rs.5,000/-

Shariah Board Mufti M. Yahya Asim
Dr. Prof. Fazlur Rehman

Net Assets (mn) PKR 489 NAV PKR 432.41

KSE-100 Index Performance Summary

('mln)	July-08	June-08	Change
100 Index	10,583.58	12,289.03	-13.9%
Mkt Cap	3,356,927	3,849,106	-12.8%
Turnover	115,201	11,485	903.1%
Trading Val.	10,318	11,111	-7.1%
Trades	73,974	4,980	1385.4%
Paid-up Cap.	712,796	706,419	0.9%

Portfolio Composition



Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2008-09	-13.66%												-13.66%
2007-08	1.13%	-8.03%	8.08%	6.37%	-0.36%	-2.31%	1.63%	5.23%	2.57%	0.84%	-13.12%	1.25%	1.40%

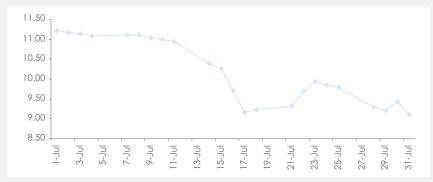
Atlas Fund of Funds (ATFF)



Investment Objective

To provide investors a one-window facility to invest in a diversified portfolio of equity securities of closed-end & open-end schemes offering consistent returns and growth.

ATFF - NAV Performance



Trailing Performance

30 Days	90 Days	180 Days	360 Days	Since
(1 Month)	(3 Months)	(6 Months)	(1 Year)	Inception
-19.33%	-25.04%	-19.33%	-27.20%	-9.72%

^{*} Actual Returns - Not Annualized

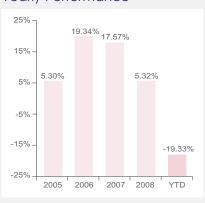
AMC Allocation (%)

AMC	Jul-08	Jun-08
JS-Abamco	19.90	24.91
Arif Habib	17.91	19.63
PICIC Asset	12.34	13.99
Atlas Asset	9.25	8.75
Al-meezan	9.20	10.04
AKD Investments	4.48	5.88
HBL Assets	1.95	3.32

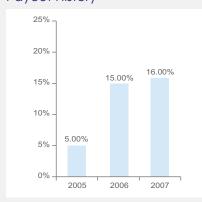
Top 10 Holdings

Funds	Schemes
ASMF	OPEN-ENDED
PPFL	CLOSED-END
PSAF	CLOSED-END
JSGF	CLOSED-END
UTP-LCF	CLOSED-END
PIF	CLOSED-END
PGF	CLOSED-END
JSVF	CLOSED-END
AMMF	CLOSED-END
MBF	CLOSED-END

Yearly Performance



Payout History



Fund Facts

Fund Inception Date Dec-04

Closed-ended - Fund of Funds Management Fee 3% of Annual Net Assets

Rating 5 Star by PACRA

Karachi Stock Exchange Listing

Muslim Commercial Financial Custodian & Trustee

Services (Pvt.) Ltd. **Auditors** Ford Rhodes SHC

ATFF PA Bloomberg Code

Net Assets (mn) PKR 477 NAV PKR 9.10

Mutual Funds Performance

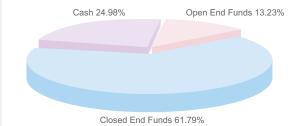
Closed End Mutual Funds

('mln)	July-08	June-08	Change
Mkt Cap	25,851	33,610	-23.1%
Turnover	18.3	45.6	-59.9%
Trading Val.	21.8	534.8	-95.9%
Trades	579	12,211	-95.3%
Paid-up Cap.	27,703	27,703	0.0%

Portfolio Composition

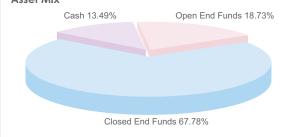
Portfolio Composition for the month of July-08

Asset MIx



Portfolio Composition for the month of June-08

Asset MIx



Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2008-09	-19.33%												-19.33%
2007-08	1.13%	-17.12%	5.21%	2.39%	-0.63%	-1.08%	2.83%	4.34%	0.85%	2.27%	-12.60%	6.31%	5.32%

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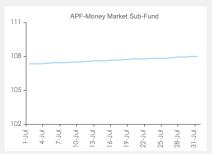
Atlas Pension Fund (APF)

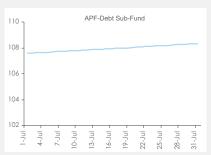


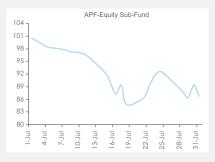
Investment Objective

The objective of Atlas Pension Fund is to provide individuals with a portable, individualized, funded (based on defined contribution) and flexible pension scheme assisting individuals to plan and provide for their retirement. Atlas Pension Fund is a one window facility providing a diversified portfolio of equity securities and fixed income instruments.

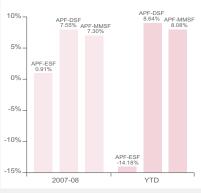
NAV Performance







Yearly Performance



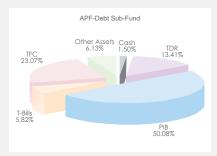
Trailing Performance

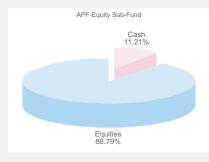
APF-Equity Sub-Fund				
30 Days (1 Month)	Since Inception			
-14.18%	-13.38%			

* Annualized Return

Portfolio Compostion







Sector Allocation (%) For APF-ESF

Sector	Jul-08	Jun-08
Banks	19.52	17.61
OEC's	14.61	14.07
Fertilizer	13.84	15.80
OMC's	8.67	11.14
Auto's	5.12	5.55
Paper & Board	4.52	4.16
Telecom	4.38	4.50
Cement	3.26	3.77
Insurance	3.24	3.94
Textile	2.40	3.00

Fund Facts

Fund Inception Date Sales Load Management Fee Custodian & Trustee Auditors Minimum Investment Eligibility	Jun-07 3% (Front-end) of contribution 1.5% of Annual Net Assets Central Depository Co. Ford Rhodes SHC Rs.5,000/- or 10% of monthly income (which ever is lower) Any Pakistani (resident or non-resident), who holds a valid NTN or CNIC/NICOP
Net Assets (mn)	
APF-Equity	PKR 32
APF-Debt	PKR 39
APF-M.M	PKR 34
NAV	
APF-Equity	PKR 86.64
APF-Debt	PKR 108.32
APF-M.M	PKR 108.00

Atlas Pension Fund Allocation Schemes

The participant has the option to select from any one of the six below allocation schemes, allowing the participants to adopt a focused investment strategy, according to their risk/return requirements.

	APF-ESF	APF-DSF	APF-MMF
(i) Aggressive	65%	20%	Nil
Wtd. Av Return			2.10%
(il) Balanced	35%	40%	10%
Wtd. Av Return			4.07%
(iii) Conservative	10%	60%	15%
Wtd. Av Return			5.72%
(iv) V. Conservative	Nil	40%	40%
Wtd. Av Return			5.94%

(v) Lifecycle

Lifecycle allocation scheme allocates between the equity and fixed income instruments through investments in APF-ESF, APF-DSF and APF-MMF, varying allocations between the sub funds in accordance with the age of the participants, as assessed by the risk assessment form, moving from higher percentage in equities in younger years to lower percentage in equities in older years to reduce the risk near retirement age, seeking capital growth and preservation towards the later years in participants lifecycle.

(vi) Customized

Customized allocation scheme offers a personalized investment between the equity and fixed income instruments through investments in the three Sub-Funds.

APF-ESF	APF-DSF	APF-MMF
0-80%	20-75%	0-60%

APF-Debt :	Sub-Fund*	
30 Days (1 Month)	Since Inception	
8.64%	7.58%	

30 Days (1 Month) Since Inc	eption
8.08% 7.299	%

Atlas Pension Islamic Fund (APIF)

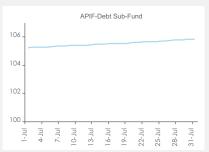
Smart retirement plans

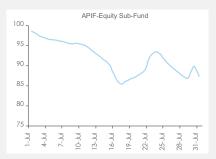


The objective of Atlas Pension Islamic Fund is to provide individuals with a portable, individualized, funded (based on defined contribution) and flexible pension scheme assisting individuals to plan their retirement. APIF is providing a facility of diversified portfolio of Shariah compliant equity securities and Shariah compliant fixed income instruments.

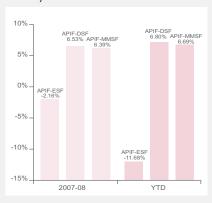
NAV Performance





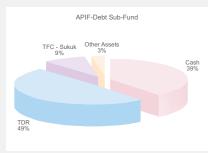


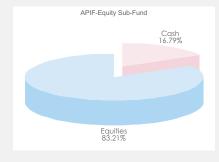
Yearly Performance



Portfolio Compostion







Sector Allocation (%) For APIF-ESF

Sector	Jul-08	Jun-08
OEC's	23.93	24.43
Fertilizer	22.07	25.27
OMC's	9.42	12.09
Paper & Board	6.39	5.68
Chemicals	5.53	5.77
Telecom	5.45	6.17
Power	4.45	1.83
Banks	3.30	3.41
Jute	1.18	1.57
Cement	0.84	2.79

Fund Facts

Net Assets (mn) APIF-Equity PKR 32 APIF-Debt PKR 38 APIF-M.M PKR 34	APIF-Equity PKR 32 APIF-Debt PKR 38 APIF-M.M PKR 34 NAV APIF-Equity PKR 87.24 APIF-Debt PKR 105.83	Fund Inception Date Sales Load Management Fee Custodian & Trustee Auditors Minimum Investment Eligibility	Nov-07 3% (Front-end) of contribution 1.5% of Annual Net Assets Central Depository Co. Ford Rhodes SHC Rs.5,000/- or 10% of monthly income (which ever is lower) Any Pakistani (resident or non-resident), who holds a valid NTN or CNIC/NICOP
APIF-Debt PKR 38	APIF-Debt PKR 38 APIF-M.M PKR 34 NAV APIF-Equity PKR 87.24 APIF-Debt PKR 105.83	Net Assets (mn)	
	APIF-M.M PKR 34 NAV APIF-Equity PKR 87.24 APIF-Debt PKR 105.83	APIF-Equity	PKR 32
APIF-M.M PKR 34	NAV APIF-Equity PKR 87.24 APIF-Debt PKR 105.83	APIF-Debt	PKR 38
	APIF-Equity PKR 87.24 APIF-Debt PKR 105.83	APIF-M.M	PKR 34
NAV	APIF-Debt PKR 105.83	NAV	
APIF-Equity PKR 87.24		APIF-Equity	PKR 87.24
APIF-Debt PKR 105.83		APIF-Debt	PKR 105.83
	APIF-M.M PKR 105.73	APIF-M.M	PKR 105.73

Atlas Pension Islamic Fund Allocation Schemes

The participant has the option to select from any one of the six below allocation schemes, allowing the participants to adopt a focused investment strategy, according to their risk/return requirements.

	APIF-ESF	APIF-DSF	APIF-MMF
(i) Aggressive	65%	20%	Nil
Wtd. Av Return			-0.10%
(il) Balanced	35%	40%	10%
Wtd. Av Return			2.50%
(iii) Conservative	10%	60%	15%
Wtd. Av Return			4.66%
(iv) V. Conservative	Nil	40%	40%
Wtd. Av Return			5.17%

(v) Lifecycle

Lifecycle allocation scheme allocates between the equity and fixed income instruments through investments in APIF-ESF, APIF-DSF and APIF-MMF, varying allocations between the sub funds in accordance with the age of the participants, as assessed by the risk assessment form, moving from higher percentage in equities in younger years to lower percentage in equities in older years to reduce the risk near retirement age, seeking capital growth and preservation towards the later years in participants lifecycle.

(vi) Customized

Customized allocation scheme offers a personalized investment between the equity and fixed income instruments through investments in the three Sub-Funds.

APIF-ESF	APIF-DSF	APIF-MMF
0-80%	20-75%	0-60%

Trailing Performance

APIF-Equity Sub-Fund		
30 Days (1 Month)	Since Inception	
-11.68%	-13.36%	

APIF-Debt Sub-Fund*		
30 Days (1 Month)	Since Inception	
6.80%	7.02%	

APIF-Money Market Sub-Fund*		
30 Days (1 Month)	Since Inception	
6.69%	6.88%	

DISCLAIMER: All investments in pension funds are subject to market risks. Past performance is not necessarily indicative of future results.

^{*} Annualized Return

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Glossary

Active return

The difference in absolute return between a portfolio and its benchmark. The Fund calls its comparative index a benchmark index.

R-Sauared

A statistical measure that represents the percentage of a fund or security's movements that can be explained by movements in a benchmark index. For fixed-income securities, the benchmark is the T-bill, and for equities, the benchmark is the KSE-100 index.

Sharpe ratio

A measure that can be considered an indication of the reward-to-risk efficiency of an investment. The ratio is calculated by subtracting the risk-free rate from the rate of return for a portfolio and dividing the result by the portfolios standard deviation.

Standard Deviation

This statistical measurement of dispersion about an average depicts how widely a model or simulation returns are varied over a certain period of time. When a fund has a high standard deviation, the predicted range of performance is wide, implying greater volatility.

Tracking error

The standard deviation of the difference between the return on the portfolio and the return on the benchmark.



