

# Darwin Bereavement Services Fund

Quarterly Update – Q3 2025

“D” Income Units



## Performance

|                                          | NAV Price       | Performance Return % |          |        | Annual Return % | Total Return % |        |                 | Annualised Return % per annum |        | 12 Month Dividend Payments % | 12 Month Return Including Dividend Payments % |
|------------------------------------------|-----------------|----------------------|----------|--------|-----------------|----------------|--------|-----------------|-------------------------------|--------|------------------------------|-----------------------------------------------|
| Unit Class                               | Current Quarter | 3 Month              | 12 Month | YTD    | 2024            | 3 Year         | 5 Year | Since Inception | 3 Year                        | 5 Year |                              |                                               |
| D Income<br>Launch date: 28/04/2021      | 0.8402          | -0.02                | -19.60   | -15.90 | -4.41           | -18.54         | #N/A   | -15.98          | -6.61                         | #N/A   | +2.00                        | -17.60                                        |
| B Accumulation<br>Launch date: 1/12/2018 | 1.1074          | +0.04                | -17.76   | -15.31 | -0.24           | -9.72          | +0.65  | +10.74          | -3.35                         | +0.13  | #N/A                         | -17.76                                        |

All data as at 30 Sept 2025 unless otherwise stated. Source: Darwin Alternatives. NAV is calculated on a quarterly basis. D Income returns do not include dividend payments. NAV is calculated on a quarterly basis. Performance returns calculated using NAV price.  
B Accumulation performance included to show full performance history of the Fund.

Dividend Payments in Quarter (pence/share)  
Recorded: N/A Paid: N/A

N/A

## Investment Statement – Q3 2025

Q3 is usually a weaker quarter in the bereavement sector, as typically the death rate is lower in the summer months. Indeed, the UK death rate was lower than expected this quarter and year to date is 5.68% below the five year average. Memoria Group and GreenAcres volumes are directly linked to the death rate for cremations and burials, so the lower death rate has affected their volumes.

Across the portfolio, the Fund’s businesses are trading ahead of the same quarter last year, albeit slightly down on budget for the quarter.

### Memoria

Standard cremation income fell below budgeted levels for the period, partly as a consequence of the lower death rate, but also reflecting the sector wide impact of direct cremation which is approaching 20% of all cremations. Notwithstanding that, Memoria is not losing market share in standard cremations as its cremation volumes are in line with the market.

Reflecting the strategy of the new CEO, Steve Wallis, there is an increased focus on both burials and memorial sales at each site. Historically low volumes in these two categories mean there is considerable opportunity to grow the business in these areas, although it will take some time to build momentum. Overall, with costs under tight control, the variance to budget is principally a consequence of the lower standard cremation income.

### Memoria Funerals

The funeral plan market continues to be challenging for all operators in the sector. Traditionally lower advertising spend in Q3 tends to increase lead costs and reduce volume. However, there are early signs that the revised strategy for the Memoria funeral plan business is beginning to have an impact. The restructuring initiatives introduced by Steve Wallis are well underway. Further redundancies have been made in the central team in the quarter to ‘right size’ the business infrastructure. Marketing literature and the websites are being overhauled to give a greater clarity of focus to potential customers. Dedicated sites are being developed for direct cremation and for attended services. Sales scripts have been re-written and the sales team are undergoing training to try and increase conversions on sales calls.

Memoria Funerals ‘at-need’ business is directly linked to the death rate, but a number of new partnerships are helping to increase volumes, thereby reducing unit cost and improving profitability.

*Continued overleaf*

| Key Data      |                                              | Dealing & Valuation Frequency: | Quarterly  |
|---------------|----------------------------------------------|--------------------------------|------------|
| Fund NAV:     | £171.8m                                      | Minimum Subscription:          | £1,000,000 |
| Launch Date:  | 28 April 2021                                | Annual Management Fee:         | 0.75%      |
| Dealing Date: | 1 <sup>st</sup> business day of each quarter | TER:                           | 0.975%     |

\* The Fund NAV is exclusive of debt and therefore the Fund NAV is lower than the overall assets under management.



## **GreenAcres**

It was a strong quarter for GreenAcres, with Pre-need sales up by 11% compared to budget, this was partly due to the extension of a promotion into July which has worked well for the business. At-need sales were 17% ahead of budget, boosted in particular by sales of premium living memorials being 80% higher than expected. Service numbers were also higher than forecast at 5% above budget, despite the death rate being lower, reflecting market share gains.

This quarter's performance reflects the impact of a focus on improving profitability, making the business more efficient. To that end, some of the central costs within the business have been streamlined, which has resulted in some redundancies. At the same time, each site has renegotiated cremation fees with their local crematoria, leading to a reduction in cost in each location.

GreenAcres Epping Park was named Cemetery of the Year at the 2025 AGFD Good Funeral Awards, reflecting its commitment to community, connection and supporting the bereaved. Epping was also a finalist for Best Natural Burial Ground whilst GreenAcres Colney Park was a finalist for Best Funeral Support.

## **Addfield**

Addfield delivered a good performance this quarter, particularly within Addfield Projects, which made significant progress across several key initiatives. The budget had anticipated lower EBTIDA than the similar period in 2024, but notwithstanding that the business outperformed the budget. Good progress has been made on the electric cremator for Bolsover, with installation expected to complete in late November. The crematorium is formally scheduled to open in H2 2026, providing a three-month on-site testing period in the meantime.

## **CDS Group**

CDS performed well this quarter, with profitability 4% ahead of budget for the quarter. The two contracts referenced last quarter remain delayed, but we are continuing to bring forward other projects, including an assessment of burial provision for the Greater London Authority. CDS also secured a new project to deliver planning and design services for a brand new cemetery and crematorium project for a city council.

Environmental income continued to remain subdued, however we are starting to see an increase due to new regulations around gravestone stability. Continuing the strategy of thought leadership and best practice for the sector, the team hosted a Soil and Drainage Seminar in association with the Institute of Cemetery and Crematorium Management (ICCM) bringing together experts from across the sector to explore the science of soil management and give practical advice to local authorities.

## **RNS**

EBITDA across the organisation was in line with budget for the quarter, with Bereavement Support Network performing well. Two new sales people have been hired to help drive sales of advertisements within the hospital booklets, one will be focused on sales within the Elderly Matters publication in order to help boost this newer product.



## Strategy

- The Darwin Bereavement Services Fund acquires and operates cemeteries, crematoria and other bereavement services assets in the UK.
- The Fund is aiming to acquire a total of 20-30 assets over the next three years and is targeting a total fund size of £250-£300m.
- The management strategy for the portfolio is the 'operational excellence' model, exploiting economies of scale where possible, but operating the businesses for the long-term to deliver consistent, stable free cash flows.

## Portfolio

| Park                  | Location        | Property Type               | Trading As | Purchase Date |
|-----------------------|-----------------|-----------------------------|------------|---------------|
| Chiltern              | Buckinghamshire | Woodland burial park        | GreenAcres | Dec 2018      |
| Colney                | Norfolk         | Woodland burial park        | GreenAcres | Dec 2018      |
| Epping Forest         | Essex           | Woodland burial park        | GreenAcres | Dec 2018      |
| Heatherley Wood       | Hampshire       | Woodland burial park        | GreenAcres | Dec 2018      |
| Kemnal Park           | London          | Cemetery                    | GreenAcres | Dec 2018      |
| Rainford              | Merseyside      | Woodland burial park        | GreenAcres | Dec 2018      |
| Amber Valley          | Derbyshire      | Crematorium & Memorial Park | Memoria    | May 2021      |
| Barnby Moor           | Nottinghamshire | Crematorium & Memorial Park | Memoria    | May 2021      |
| Cardiff & Glamorgan   | Cardiff         | Crematorium & Memorial Park | Memoria    | May 2021      |
| Denbighshire          | North Wales     | Crematorium & Memorial Park | Memoria    | May 2021      |
| Doncaster             | South Yorkshire | Crematorium & Memorial Park | Memoria    | Aug 2021      |
| Faversham             | Kent            | Crematorium & Memorial Park | Memoria    | Feb 2022      |
| Flintshire            | North Wales     | Crematorium & Memorial Park | Memoria    | May 2021      |
| Kirkleatham*          | North Yorkshire | Crematorium & Memorial Park | Memoria    | May 2021      |
| North Herts           | Hertfordshire   | Crematorium & Memorial Park | Memoria    | May 2021      |
| North Oxfordshire     | Oxfordshire     | Crematorium & Memorial Park | Memoria    | May 2021      |
| Paisley Woodside      | Renfrewshire    | Crematorium & Memorial Park | Memoria    | Jan 2023      |
| South Leicestershire* | Leicestershire  | Crematorium & Memorial Park | Memoria    | May 2021      |
| South Oxfordshire*    | Oxfordshire     | Crematorium & Memorial Park | Memoria    | May 2021      |
| Waveney               | Suffolk         | Crematorium & Memorial Park | Memoria    | May 2021      |

\* Operated by Memoria but not owned by the Fund.

The Fund also acquired:

- CDS Group, a bereavement services consulting business, in February 2020.
- Affordable Funerals (previously Low Cost Funerals), the leader for the provision of on-line funerals and direct cremations, as well as affordable funeral plans, in May 2021.
- RNS Publications which is responsible for the printing of patient and relatives information on a free of charge basis for NHS Hospitals throughout the UK.
- Addfield, a leading manufacturer of incinerators for agricultural, hazardous and medical waste which is developing human electric cremator technology.

## Fund Summary

- The Darwin Bereavement Services Fund is an open-ended unit trust authorised by the Guernsey Financial Services Commission as a Class B open-ended Collective Investment Scheme.
- The objective of the Fund is to preserve and grow capital and provide income returns above the rate of inflation. The Fund aims to make annualised total returns of 6%.
- The Fund invests in a portfolio of bereavement services assets in the UK with a view to enhancing value through strategic selection and interventionist asset management.

### Trustee:

Butterfield Bank (Guernsey) Limited

### Administrator:

Vistra Fund Services (Guernsey) Limited

### Business Valuers:

Evelyn Partners

### Property Valuers:

Knight Frank

### Auditors:

Grant Thornton Limited

### Lawyers:

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This is a marketing communication. Please refer to the prospectus of the Darwin Bereavement Services Fund before making any final investment decisions.

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