

# Simplicity.

## Fund Fact Sheet **Simplicity Norden**

A Swedish registered UCITS fund

### The fund and the company

Simplicity AB is an independent asset management company based in Varberg, Sweden. The company received its licence to conduct asset management operations from the Swedish Financial Supervisory Authority on 2 September 2002. Simplicity's business focus is the management of securities funds using its proprietary Simplicity™ investment model. The investment model's strength and strategy are based on every transaction carried out by the fund being statistically justified. The Simplicity Norden fund was launched on 23 September 2002 and is linked to the Swedish premium pension system (PPM).

### Target group and financial objectives

The fund's target group is investors who see long-term investment potential in Nordic equities. The financial objectives are to generate positive returns and to outperform the MSCI TR Net Nordic benchmark index. There is, however, no requirement or ambition to ensure correlation between the fund's performance and the benchmark.

### Investment strategy

The fund invests in strict accordance with the Simplicity™ investment model, which uses quantitative models to provide statistical justification for each transaction. Holdings consist of high-performing equities listed in Denmark, Finland, Iceland, Norway and Sweden. The fund invests in equities, mutual funds and equity-related securities. Derivative instruments may be used to achieve effective asset management and to protect the value of the fund's assets.

### Risk level

The risk level is regarded as medium/high and a suitable investment in the fund would be as part of a diversified portfolio. Investments are in local currency in each market, which means that currency risks arise. Fund holders should be prepared to accept major fluctuations in asset prices. For detailed information about risks regarding saving in funds, please see the information brochure.

### Charges and management fees

There is no subscription fee for Simplicity Norden. There is usually no redemption fee, but a charge of 1% applies to investments of less than six months' duration. Simplicity deducts from the fund an annual fixed management fee equivalent to 1.6% of the value of assets under management. This fee is drawn daily at 1/365 of 1.6% of total fund value. Additional charges are levied to cover fees payable to the depositary (SEB), the Swedish Financial Supervisory Authority and the company's auditors. Total expense ratio (TER) 2009 was 1.6%. Costs except TER (i.e. commission for buying and selling securities) was 0.1% during 2009. This variable cost, which is affected by the turnover rate in the fund, is not included in TER. The turnover rate for 2009 was 1.9. Some third parties have, according to agreements, right to a part of the fixed management fee.

### General information

Fund manager: Ulf Ingemarson

Supervisory authority: Swedish Financial Supervisory Authority

Depositary: SEB

Company auditor: Michael Lindengren, Öhrlings PricewaterhouseCoopers AB  
Price information: The fund price (NAV) can be followed on a daily basis on the company's website at [www.simplicity.se](http://www.simplicity.se). The fund price is also quoted on teletext and in Swedish daily newspapers.

Information material: The fund brochure, half-year report and annual report are available for download at [www.simplicity.se](http://www.simplicity.se). Printed copies of these publications are available free on request.

Complaints manager: Ulf Ingemarson (CEO) is in charge of any complaints. Telephone: +46 340 21 95 00.

### Taxes and dividend

The fund pays an annual dividend in April on condition that it has earned taxable income. The dividend is reinvested in the fund. Securities funds are exempt from tax on capital gains for Swedish and foreign equities and equity-related securities but are tax-liable for dividend and interest income. Since the funds are exempt from capital gains tax, they are taxed at a standardised income rate of 1.5% of the market value of equities and securities under management at the start of the year. The fund is entitled to deduct management and administration costs and any approved dividend. The fund is subject to an income tax rate of 30%. A general explanation of

individual tax rules for fund investors is provided in the information brochure. The company advises investors to seek expert assistance on specific tax matters.

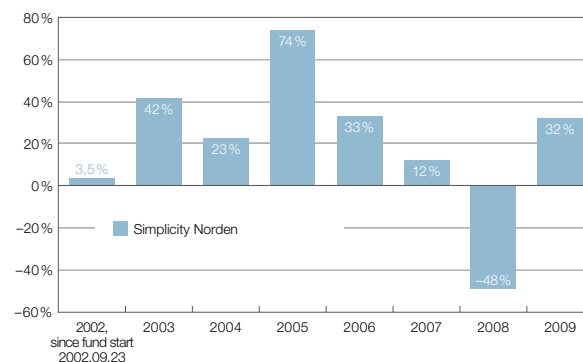
### Buying and selling of fund units

The lowest investment is SEK 100. The minimum monthly deposit for monthly savers is SEK 100. The company buys and sells fund units on a daily basis.

Sales (i.e. purchases by fund holders) are executed on the same business day, provided the money has reached the fund's account by 2 pm on the day of purchase full business days (11 am on half business days). Redemption orders should be sent to the fund company by post or fax and should be signed by the account holder. Redemptions are executed on the same business day, provided the redemption order is received by 2 pm full business days (11 am on half business days). Confirmations of unit transactions are sent to fund holders by post. Please see the information brochure and the fund's regulations for detailed information on trading in units. It is also possible to contact us on tel: +46 340 21 95 00.

### Fund performance

Current prices, key data and latest performance reports can be found on [www.simplicity.se](http://www.simplicity.se). The chart below shows the past performance in Swedish kronor (SEK) of the fund since 2003. The performance is calculated with dividend reinvested. Subscription fees and redemption fees are not included in the chart below. Average annual returns per 31 December 2009 for the last three years is -8.6% and for the last five years 12.0%.



### FUND FACT

<b>Launch date</b>	23 September 2002
<b>Manager</b>	Ulf Ingemarson
<b>ISIN</b>	SE0000988750
<b>Country of registration</b>	Sweden
<b>Currency quotation</b>	Swedish krona
<b>Benchmark index</b>	MSCI TR Net Nordic Index
<b>Price quotation/trading</b>	Daily
<b>Dividend</b>	Yes, reinvested
<b>Subscription fee</b>	0%
<b>Redemption fee</b>	0% (1% for holdings of less than six months' duration)
<b>Management fee</b>	1.6%
<b>Fees to depositary, supervisory authority and auditors 2009</b>	0.0%
<b>Total expense ratio (TER) 2009</b>	1.6%
<b>Minimum deposit</b>	SEK 100
<b>Monthly deposit</b>	Yes
<b>Depositary</b>	SEB
<b>SEB bank account no. (IBAN)</b>	SE06 5000 0000 0585 1105 4618
<b>SWIFT</b>	ESSESESS
<b>PPM fund number</b>	484980
<b>Risk level</b>	Medium/high

The money you invest in investment funds may increase and decrease in value. There is no guarantee that an investment in the fund will not lead to a loss. Past performance is no guarantee of future returns. Investing in mutual funds should be regarded as a long-term undertaking that offers you potentially higher returns than traditional saving in fixed income securities.