

Key Information for Investors

This Key Investor Information Document (KIID) is intended for investors and contains key investor information about this fund. This KIID is not marketing material. The information is required by law to help you understand the nature and the risks of investing in this fund. You are advised to read it in order to make an informed decision about whether to invest.

Simplicity Norden A

ISIN: SE0000988750

Simplicity AB

Corp. identity number: 556611-4723

Financial objectives

Simplicity Norden's main investment objective is to provide capital growth over the longer term and a return in excess of the performance of its benchmark. Simplicity Norden targets investors who seek a long term investment-horizon (at least five years) in Nordic

companies. The fund may therefore be inappropriate for investors with a shorter investment horizon. The fund's benchmark is STOXX Nordic Total Market Net Return Index.

Investment strategy

The fund invests in companies geographically linked to the Nordic countries (Sweden, Finland, Norway, Denmark and Iceland) and seeks to achieve a good diversification across various industries and countries. The portfolio is managed according to a quantitative investment process. The investment process has a long-term investment-horizon and investment decisions are based on an analysis of trends as well as value and quality factors, with the expectation to generate high risk-adjusted returns. Therefore returns may deviate materially from the performance of the market over time.

The fund does not invest with requirements or ambitions to achieve correlation with its benchmark index and will therefore, under certain market conditions, have a significantly greater or lesser

weight in certain industries and countries than its benchmark index

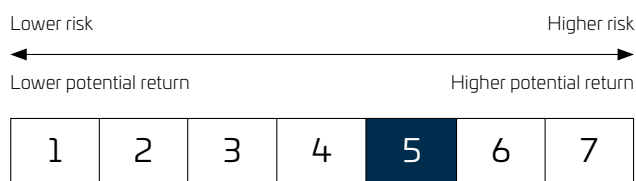
A minimum of 75% of the fund's assets are invested in equities or equity related instruments and the fund may invest up to 10% of its assets in unlisted shares. The fund may invest up to 10% of its assets in fund units.

The fund will typically not distribute dividends, instead all income is reinvested in the fund.

The fund may use derivatives for efficient portfolio management purposes in order to help manage risks and reduce costs.

Generally, subscriptions and redemptions of fund units can be executed daily.

Risk level/Potential Return



About the indicator: The risk/reward indicator illustrates the relationship between risk and potential returns from an investment in the fund. The indicator is based on how the fund's value has changed over the last five years.

The fund's investments: The fund belongs to category 5 which means high risk for both increases and decreases in the value of

fund units. Category 1 does not mean that the fund is a risk free investment. Over time the fund may shift to both the right and the left on the indicator scale. This is because the indicator is based on historical data which is not a guarantee for future risk and returns.

The fund invests in companies listed on equity markets which generally are characterized by high risk but also the potential for high returns. The indicator mainly reflects the increases and decreases in the value of the shares that the fund invests in.

Risk factors not shown through the indicator: The indicator reflects the most important risks in the fund, but other risks that are not always reflected in the risk indicator may affect returns, such as liquidity risk and operational risk.

Charges

One-off charges taken before or after you invest

| | |
|--------------|------|
| Entry charge | None |
| Exit charge | None |

This is the maximum that might be taken out of your money before you invest or before the proceeds of your investments are paid out.

Charges taken from the fund over a year

| | |
|-----------------|-------|
| Ongoing charges | 1.61% |
|-----------------|-------|

Charges taken from the fund under certain specific conditions

| | |
|-----------------|------|
| Performance fee | None |
|-----------------|------|

The exit charge is the maximum charge. Information about actual charges can be found at your financial advisor or distributor.

Ongoing charges show the amount paid for management, administration, marketing and other costs of the fund. Transaction costs are not included. The charges represents the calendar year 2019. It may vary from one year to another.

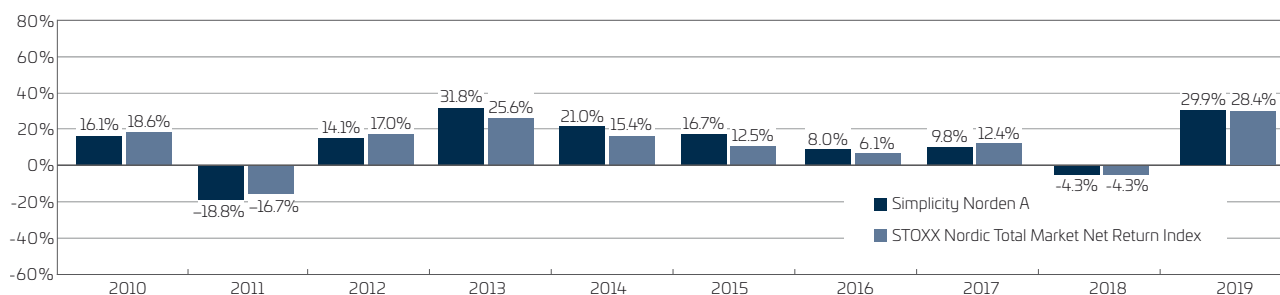
The charges are used to pay the costs of running the fund, including the costs of marketing and distributing the fund. These charges reduce the potential growth of the investment.

Past Performance

The fund's performance (return) is calculated after deduction of ongoing charges. Any entry and exit charges have not been taken into account. The performance for all years has been calculated in Swedish kronor and with dividends reinvested in the fund.

The fund's benchmark is also included in the chart. The fund does not intend to track its benchmark.

Past performance is not a guarantee for future performance. The fund was launched on September 23, 2002.



Practicle Information

Additional information about Simplicity Norden is apparent in the prospectus, the fund terms and the annual and half-yearly reports. These are available free of charge on our website.

Website: www.simplicity.se
Telephone: +46 340 2195 00
Custodian institution: SEB
Auditor: Peter Nilsson, PwC

Net Asset Value (NAV): The NAV is calculated each day and is published on our website, in leading newspapers and on teletext.

Remuneration policy: Information about the management company's remuneration policy is available on the management company's website. A printed copy of the information can also be obtained upon request free of charge.

Tax: The tax legislation applied in the fund's authorisation country may have an effect on your personal tax situation.

For information about minimum investments and monthly savings, please visit: www.simplicity.se

Simplicity AB may be held liable solely on the basis of any statement contained in this document that is misleading, inaccurate or inconsistent with the relevant parts of the prospectus for the fund.

Authorisation: This fund is authorised in Sweden and regulated by the Swedish Financial Supervisory Authority.

Publication: This key investor information is accurate as at January 20, 2020.