

### 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 B**  
 ISIN: SE0013121449  
 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.

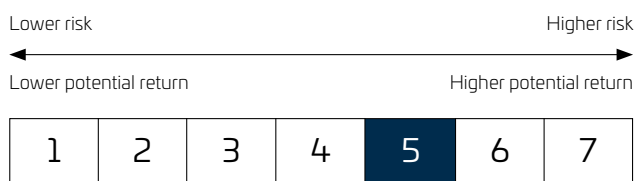
The fund will typically not distribute dividends, instead all income is reinvested in the fund.

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.

This KIID applies only to Share Class B. Share Class B is open to investors who, within the framework of an investment service agreement under Ch. 2, § 1 of the Swedish Securities Market (2007:528) or equivalent Swedish or foreign regulation, invest in the fund and where no compensation is paid from the fund management company to the provider of the investment service, and insurance companies that invest in the fund within the framework of agreements with policyholders and no compensation is paid to the company or insurance distributor by the fund management company.

### 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
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Exit charge	None
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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	0.81%
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#### Charges taken from the fund under certain specific conditions

Performance fee	None
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**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 was launched in 2002 but share class B was started in September 2019 and therefore has no previous results to show.

Current NAV figures, key ratios and reports can be found on the

fund company's website ([www.simplicity.se](http://www.simplicity.se)).

Past performance is not a guarantee for future performance.

### 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](http://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](http://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.