

Key Information Document

Simplicity.**Simplicity Norden B****Purpose**

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the product's nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Product

Fund	Simplicity Norden B
ISIN	SE0013121449
Issuer	Simplicity AB
This document is dated	06/03/2023
Supervisory authority	Finansinspektionen is responsible for the supervision of Simplicity concerning this document. This Priip product is authorised in Sweden and is managed by Simplicity AB. Simplicity AB is authorised in Sweden and regulated by Finansinspektionen.

For more information, please call +46 340 21 95 00 or visit www.simplicity.se.

What does the product entail?

Type	Securities fund
Term	The Fund does not have a fixed date of expiry. The fund management company retains the right to close the fund and redeem the units. For more information, please refer to the prospectus.
Objectives	The Fund is an actively managed share fund investing in shares geographically tied to the Nordics (Sweden, Finland, Norway, Denmark, and Iceland). The Fund is well-diversified across various industries and its objective is to generate long-term positive returns and a higher value growth than its benchmark index. Investments are carried out using a structured and disciplined investment process in companies that, based on trends, value, risk, and quality parameters, are expected to offer a high risk-adjusted return. Shares are selected based on internal assessments, meaning that deviations against the market may be larger or smaller over time. The Fund will always invest at least 75% of its assets in listed shares and may place up to 10% of its assets in unlisted shares. The Fund does not normally pay dividends, instead all income is reinvested into the Fund. The Fund's benchmark index is STOXX Nordic Total Market Net Return Index. The Fund's return is determined by the increase or decrease in value of the holdings into which the Fund invests. Purchases and sales of fund units may normally be made on any Swedish bank day.
Intended Investor	This Fund may be appropriate for those who plan to stay invested for at least 5 years and who are aware that their investment in the Fund may go up or down in value, and that there is no guarantee that they can recoup all of the capital initially invested. No prior knowledge or experience of securities funds or financial markets is required in order to invest in the Fund. This document applies only to unit class B. Unit class B is open to investors who, within the confines of agreements for investment services according to section 2, Chapter 1 in the Swedish Securities Markets Act (2007:528) or a corresponding Swedish or foreign regulation, invest in the Fund and for which no compensation is paid by the fund management company to those who provide the investment service, or insurance companies who, within the confines of policyholder agreements, invest in the Fund and for which no compensation is paid to the company or insurance distributor by the fund management company.
Depository institution	Skandinaviska Enskilda Banken (publ). The annual report, semi-annual report, prospectus, latest unit price and other practical information is available at no cost in Swedish and English at www.simplicity.se , alternatively https://www.simplicity.se/en/ .

What are the risks, and what returns may I get?**Risk indicator**

The risk indicator is based on the assumption that you will retain the product for 5 years.

The summary risk indicator provides an indication of this product's level of risk in comparison to other products. It shows the probability that this product will lose value as a result of market developments. The Fund is classified as 4 out of 7, i.e. a moderate level of risk. This means that there is a moderate risk of rises and falls in the unit value of the Fund. The indicator primarily reflects rises and falls in the shares in which the fund has invested. Risks that are not reflected by the risk indicator: Counterparty risk - the risk that a counterparty fails to fulfil its commitments to the Fund, such as by not paying an agreed-upon sum or not making agreed-upon deliveries of securities. Operational risk - the risk of losses due to e.g. system failures, human error or external events. This product does not include any protection against future market developments. You may therefore lose some or all of your investment.

Return scenarios

The returns you may receive from this product are dependent on future market developments. The future development of the market is uncertain and cannot be predicted with certainty. These figures include all charges for the product itself, but do not reflect any charges that you are liable to pay to your advisor or distributor. These figures also do not reflect your personal tax situation, which may also affect the amounts that you will receive. The negative, neutral and positive scenarios reflect the worst, average and best returns that this product has generated over the last 10 years. The markets may develop in entirely different ways in the future. The stress scenario shows the returns you may receive under extreme market conditions. This scenario was applicable to one investment between 2011-2021.

Scenarios	Investment of SEK 100,000	1 year	5 years (Recommended investment horizon)
Minimum	There is no guaranteed minimum return. You may lose some or all of your investment.		
Stress scenario	What you may receive after deductions for charges	56 875 SEK	58 624 SEK
	Average annual return	-43,1%	-10,1%
Negative scenario	What you may receive after deductions for charges	87 260 SEK	88 599 SEK
	Average annual return	-12,7%	-2,4%
Neutral scenario	What you may receive after deductions for charges	111 616 SEK	170 265 SEK
	Average annual return	11,6%	11,2%
Positive scenario	What you may receive after deductions for charges	134 547 SEK	222 763 SEK
	Average annual return	34,5%	17,4%

What happens if Simplicity AB is unable to make payments?

By law, the Fund's assets may not be held by the fund management company. Instead, each fund must have an assigned depository to manage the possession of the Fund's assets. In the event of the fund management company's insolvency, management of the Fund is taken over by the depository. There is no compensation arrangement or guarantee scheme for investors in the Fund.

What are the charges?

The person giving you advice about or selling the product may charge you further fees. If this is the case, the person in question shall inform you about these charges and how they affect your investment.

Charges over time

The tables show the sums charged to your investment to cover various types of costs. The size of these sums is dependent on how much you invest, how long you hold the product and how your product performs. The sums shown here are based on sample figures for the investment size and various possible investment horizons.

We have applied the following assumptions: For the first year, you will get back the amount that you have invested (0% annual return). For 5 years, we have assumed that the product performs in accordance with the neutral scenario. The investment amount is SEK 100,000.

Investment of SEK 100,000	If you redeem after 1 year	If you redeem after 5 years
Total charges	953 SEK	8 265 SEK
Annual cost effects*	1%	1,6%

*This illustrates how costs will decrease your return every year during your investment period. It shows e.g. that if you redeem your units at the end of the recommended investment period, your average return per year would be 12,8% before charges and 11,2% after charges.

As compensation for their services, the person selling this product to you may receive a part of the charges you pay us. You will receive information about this amount.

Breakdown of charges

The sums in SEK are based on an investment of SEK 100,000.

One-off entry or exit charges		If you redeem after 1 year
Entry charges	We do not charge any entry charge, but the person who sells the product to you may do so.	SEK 0
Exit charges	We do not charge any exit charge for this product, but the person who sells the product to you may do so.	SEK 0
Ongoing charges		
Management fees, administrative and operational charges	0,8% of the value of your investment per year. This is an assessment based on actual costs during the last year.	SEK 820
Transaction costs	0,1% of the value of your investment per year. This is an assessment based on the costs that arise when we buy and sell the underlying investments in this fund. The actual figure may differ depending on how much we buy and sell.	SEK 133
Additional charges levied under certain circumstances		
	No performance-based charge is levied on this product.	Not applicable.

How long should I hold the investment product, and can I withdraw money early?

Recommended investment horizon: 5 years.

The Fund does not impose a required minimum holding period, but as it invests in shares, it is suitable for a medium-long to long investment horizon. You should be prepared to retain your investment in the Fund for at least 5 years. You are normally able to sell your fund units on any banking day without extra charges.

How can I raise a complaint?

If you wish to make a complaint about the fund, you may turn to the person who has advised you about or sold the product to you. You can also turn to the fund management company (www.simplicity.se/om-oss/legal-information) or write to kundservice@simplicity.se, alternatively Simplicity AB, Södra Hamnvägen 12, 432 44 Varberg.

Other relevant information

Complete information about the Fund can be found in the Fund's prospectus, which is available on the fund management company's website (www.simplicity.se) along with other documents including the current version of this document, the Fund's annual report, semi-annual report and information about charges for previous periods.

Previous returns: Returns for the last 10 years can be found here: www.simplicity.se/fond/norden

Historic return scenarios: Previously published return scenarios can be found here: www.simplicity.se/fond/norden