

KEY INFORMATION DOCUMENT



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 nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

You are about to purchase a product that is not simple and may be difficult to understand

Product & Provider Details

Start-Up Series Fund ("SUSF")

Provided by Amersham Investment Management Limited www.amershaminvestment.co.uk

Contact telephone no. +44(0) 207 734 7524

Regulated by the Financial Conduct Authority FRN 507460

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What is this Product?

Type: SEIS Fund

Objectives: The Start-Up Series Fund is organised to invest over time in tranches in qualified finalists from a series of competitions which commenced in October 2016. The competitions are conducted (in association with startups.co.uk) by Worth Capital who also provide commercial due diligence and post-investment support.

The Fund will be split over the 2017/18 and 2018/19 tax years. There will be several different tranches of investments and the type and degree of diversification will depend on which tranche is invested in.

Investments in the Fund will be focused on early-stage SEIS companies initially in the Consumer Goods and Services sector and then in B2B opportunities.

SUSF is planned to hold SEIS investments at any one time in up to 15 companies across 3-5 sectors where each investment made will be up to £150k in each investee company.

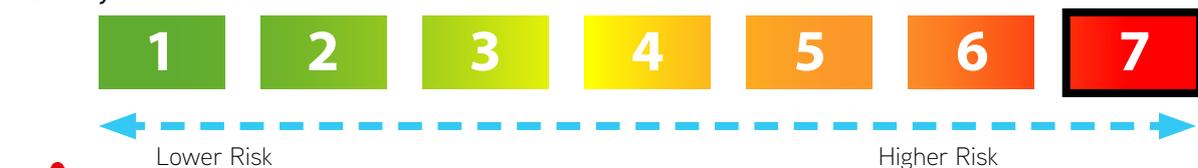
Intended retail investor: Structured in tranches to accommodate retail clients advised by qualified intermediaries, high net worth UK investors and sophisticated investors who, having appropriate knowledge or experience in such investments, may be seeking income tax or capital gains tax relief on their SEIS investments and for whom an investment in the Fund is deemed appropriate.

The investments will be in individual private company securities, not listed securities, and as illiquid investments should be regarded as higher risk investments. There is no maturity date on these investments and, possible tax loss relief apart, you will be at risk of loss of your invested capital in any portfolio company that fails. Investments are made on a tranche-by-tranche basis so not all investors will be invested in the same companies.

Insurance benefits and costs: Not applicable

What are the risks and what could I get in return?

Summary Risk Indicator



The risk indicator assumes you will hold the investment for 5 years

You may not be able to sell your investment easily or you may have to sell at a price that significantly impacts on how much you get back.

Your invested capital is at risk. There is a materially relevant liquidity risk, there is no capital protection against future market performance so you could lose your entire investment.

Tax legislation of an Investor's home jurisdiction may have an impact on actual payout.

Performance Scenarios

Scenarios	Average return each year	1 year	3 years	5 years (recommended holding period)
Stress	What you might get back after costs Average return each year	0% (100%)	0% (33.33%)	0% (20%)
Unfavourable	What you might get back after costs Average return each year	50% (50%)	70% (10%)	90% (3.33%)
Moderate	What you might get back after costs Average return each year	75% (25%)	100% 0%	110% 3.33%
Favourable	What you might get back after costs Average return each year	85% (15%)	120% 6.67%	140% 8%

What happens if Amersham Investment Management Ltd is unable to pay out.

Amersham Investment Management products are covered under the FCS compensation scheme which provides protection arrangements for retail investors up to £50,000 per person per firm.

To provide additional safeguards for Investors, all assets and monies are held independently of the PRIIP provider by a regulated Custodian.

For ACDC all assets and monies are held by Woodside Corporate Services Limited, a regulated Custodian with FCA reference 4676522.

What are the costs?

Cost over time

Amersham Investment Management Limited in respect of SUSF, will, wherever possible, levy their costs and fees against the portfolio companies who have received the investment monies. In the event this is not either practical or possible, the following impact table sets out these costs based on an illustrative Investment of £10,000.

Investment GBP10,000			
<i>Investment Scenarios</i>	<i>If you cash in after 1 year</i>	<i>If you cash in after 2.5 years</i>	<i>If you cash in after 5 years</i>
Total Costs	7.9%	9.4%	15.9%
Impact on return (RIY) per year	7.9%	3.76%	3.18%

Composition of costs

The Table below shows:

- the impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period;
- the meaning of the different cost categories

This table shows the impact on return each year

One-off costs		
Entry Costs	4.9%	This is the maximum you might pay when entering your investment, you will pay less where the fees are less or they are (as contemplated) charged to the investee company. This includes the costs of distribution of your product.
Exit Costs	1%	The impact of costs of exiting your investment when it comes to an end/matures.
Ongoing costs		
Fund Management Fees	2%	This is the maximum impact of costs we take each year for managing your investment, based on an investment into the investee company of £150k, You will pay less where the fees are less or they are charged to the investee company.
Annual commercial advisory, reporting and accounting fee	1.5%	This is the fee you will pay to Worth Capital Limited from returns due to the investor, this fee is based on the initial subscription by the Investor and is accrued until covered by liquidity generated through an exit of the availability of dividends.
Incidental Costs		
Performance fees	7%	The impact of the performance fee. This fee does not come directly from the Investor and is governed by an option agreement between Worth Capital Ltd and the Investee company of which 0.92% is assigned to the Manager and 0.5% is assigned to Crimson Start Ups Ltd, the owner of startups.co.uk

For further information about charges, please refer to the relevant sections in the Fund's Information Memorandum.

How long should I hold it and can I take money out early?

Recommended holding period: 5 years

This product includes investments which are classified as Non-Readily Realisable securities which are illiquid by nature. Investments are made under SEIS rules which do not permit investments to be withdrawn during the three year qualifying period for the reliefs to be confirmed, as to do so would invalidate any claim for tax relief and would lead to relief needing to be repaid. Where an Investor or their personal representative, wishes to withdraw their investment, under exceptional circumstances, such as the death of the Investor or proven severe financial hardship or proven health difficulties of the Investor and without any guarantee of success, the Manager will try to match withdrawals with other shareholders and interested parties. However, no guarantee can be given that any proposed matching will be successful or at what price a match might be achieved. If a sale is made within the three year qualifying period an Investor will lose their tax relief and may incur a loss on an investment.

How can I complain?

Information on how to raise a complaint can be located on the Product Manufacturer's website <http://www.amershaminvestment.co.uk/complaints.html> or directly to Mr Paul Barnes, Director, Amersham Investment Management Limited 1st Floor, 25 Lexington Street, London W1F 9AH

Other relevant information

The cost impact headings included in the impact table on page 3, are all stated net of VAT. VAT will be charged at the relevant tax rate ruling at the time a charge is made.

The Receiving Agent and Custodian for monies received from Investors in the Start-Up Series Fund is Woodside Corporate Services Limited which is authorised and regulated to hold client assets by the Financial Conduct Authority with firm reference number 467652. Woodside Corporate Services Limited's associate company WCS Nominees Limited will act as Nominee for the Investors, assets and securities issued by the Investee Companies will be held in the name of the Nominee. The Custodian has been involved with corporate and SEIS and EIS fund administration for a comprehensive range of clients since 2008. The Custodian currently has over £750 million of assets under administration. The Custodian is registered on the Data Protection Public Register with registered number Z2944806.