

## 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.

## PRODUCT

### Artemis Funds (Lux) - Leading Consumer Brands, a sub-fund of Artemis Funds (Lux)

**Class:** I accumulation shares, EUR

**ISIN:** LU2698445587

**Manufacturer name:** FundRock Management Company S.A. This product is authorised and regulated in Luxembourg.

**Contact details:** Visit [www.fundrock.com](http://www.fundrock.com) or call +352 263 4561 for more information.

The Commission de Surveillance du Secteur Financier ("CSSF") is responsible for supervising FundRock Management Company S.A. in relation to this Key Information Document.

This key information document was produced on 12 March 2025.

## WHAT IS THIS PRODUCT?

### Type

This product is a sub-fund of Artemis Funds (Lux), an open-ended investment company (société d'investissement à capital variable "SICAV") organised under the laws of the Grand Duchy of Luxembourg. The fund qualifies as an undertaking for collective investment in transferable securities (UCITs).

### Term

This product has no fixed maturity date. An investor can hold their investment for any time period but 5 years is the recommended holding period. The board of directors of the SICAV has the authority to decide on the merger, split, liquidation or the closure of the product, with adequate notice to investors. Furthermore, the product may be wound up by decision of an extraordinary general meeting of shareholders.

### Objective

To increase the value of shareholders' investments primarily through capital growth over a five year period.

### Investment policy

The fund is actively managed.

The Fund invests principally (at least 80% of its assets) in companies selected on a worldwide basis (including in emerging markets) which are considered by the Investment Manager to own or operate leading consumer brands. These are consumer-facing businesses which, through their heritage, innovation and investment have developed market-leading brands in the category (or categories) in which they operate. The investment manager believes that these brands provide an enduring competitive advantage which allows them to earn customer loyalty, strong pricing power and high margins. The investment manager expects these companies to benefit from long-term structural trends in consumer spending. The Fund will not be constrained to any sector.

It is expected that the portfolio of the Fund will be invested in equities of between 25 and 50 companies.

Shares in the following types of companies (held either directly or indirectly via derivatives) are automatically excluded:

- Tobacco: companies which derive more than 10% revenue from tobacco;
- Gambling: companies which derive more than 10% of revenue from gambling;
- Weapons: companies:
  - involved in the production of controversial weapons (including cluster munitions, landmines, biological and chemical weapons); or
  - which derive more than 5% revenue from conventional or nuclear weapons, related components and systems;
- Fossil fuels: companies which derive more than 5% revenue from:
  - mining or sale of thermal coal; or
  - extraction, production or refining of either oil or gas.
- Companies that the Investment Manager determines to be in breach of the United Nations Global Compact principles on human rights, labour rights, the environment and anti-corruption.

The Fund promotes environmental and/or social characteristics within the meaning of Article 8 of SFDR. In that respect, the Investment Manager assesses the sustainability of each investment by considering sustainability factors which are material to the investment case for each holding, such as carbon intensity, carbon

transition plans, remuneration policy and/or board diversity, alongside traditional financial metrics. However, investments are chosen on the basis of many quantitative (financial or sustainability-related) or qualitative (e.g. quality and/or growth characteristics) attributes and need not rate highly on any or all of these sustainability factors to be included in the portfolio.

In addition to sustainability criteria considered during company selection, other sustainability criteria are taken into account in the thematic analysis at sector and company level.

More information about the environmental or social characteristics for this Fund is available in the pre-contractual disclosure for financial products referred to in Article 8 under SFDR which follow the Fund's details and which form an integral part of the Prospectus.

At times the Fund may invest in ADRs, GDRs and participatory notes. Participatory notes would be used to access markets where direct access to purchase equities may be difficult. Their use is not intended to create leverage. Investments in participatory notes shall not individually exceed 10% of the Fund's Net Asset Value. The Fund may invest up to 20% of its Net Asset Value in China A-Shares through Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect. The Fund may use derivatives and other techniques for hedging and for efficient portfolio management. The Fund's derivatives may include, but are not limited to, futures, forward currency contracts and contracts for difference.

Subject to the limits set out in the 'Investment Restrictions' section of the Fund's prospectus, the Fund may also hold ancillary liquid assets for treasury purposes. Subject to the limits set out in the 'Investment Restrictions' section of the Fund's prospectus, the Fund may also invest in bank deposits, money market instruments and money market funds in order to achieve its investment goals, for treasury purposes and in case of unfavourable market conditions. Higher levels of investments in bank deposits, money market instruments or money market funds may be held in periods of elevated equity market valuations to reduce risk.

The Fund may invest up to 10% of its Net Asset Value in other collective investment schemes.

### Benchmark: MSCI AC World Index EUR

The benchmark is a point of reference against which the performance of the Fund may be measured. Management of the Fund is not restricted by this benchmark. The deviation from the benchmark may be significant and the portfolio of the Fund may at times bear little or no resemblance to its benchmark.

The benchmark does not take into account environmental and/or social characteristics promoted by the Fund.

### Intended retail investor

This product is intended for retail, professional and institutional investors who are willing to invest for the long-term and who plan to stay invested for at least 5 years. Investors should be prepared to take on a relatively high level of risk of loss to their original capital in order to get a higher potential return. This investment should form part of a varied portfolio, it is suitable for general sale to retail and professional investors through all distribution channels with or without professional advice.

### Depository

Northern Trust Global Services SE.

## WHAT ARE THE RISKS AND WHAT COULD I GET IN RETURN?

### Risk indicator



The risk indicator assumes you keep the product for 5 years.

- The actual risk can vary significantly if you cash in at an early stage and you may get back less.
- The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you.

- We have classified this product as class 4 out of 7, which is a medium risk class. This rates the potential losses from future performance at a medium level, and poor market conditions could impact the capacity of the fund to pay you.
- **Be aware of currency risk.** You may receive payments in a different currency, so the final return you will get depends on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.
- Other materially relevant risks for the fund are: Market volatility risk, Currency risk, Charges from capital risk, Emerging markets risk, China risk, ESG risk and Sector and concentration risk. Please refer to the fund's prospectus, available at [www.artemisfunds.com/literature](http://www.artemisfunds.com/literature), for full details of these and other risks which are applicable to this fund.

Risk indicator number is accurate as at: 31 January 2025.

## PERFORMANCE SCENARIOS

What you will get from this product depends on future market performance. Market developments in the future are uncertain and cannot be accurately predicted. The unfavourable, moderate, and favourable scenarios shown are illustrations using the worst, average, and best performance of the product and its suitable benchmark over the last 10 years. The scenarios shown illustrate how your investment could perform. You can compare them with the scenarios of other products. Markets could develop very differently in the future.

Recommended holding period: 5 years Example investment: 10,000 EUR			
Scenarios			
Minimum: There is no minimum guaranteed return. You could lose some or all of your investment.			
		If you exit after 1 year	If you exit after 5 years
Stress scenario	What might you get back after costs	1,650 EUR	4,220 EUR
	Average return each year	-83.46 %	- 15.85 %
Unfavourable scenario	What might you get back after costs	8,700 EUR	11,260 EUR
	Average return each year	-13.01 %	2.41 %
Moderate scenario	What might you get back after costs	10,800 EUR	15,800 EUR
	Average return each year	8.01 %	9.58 %
Favourable scenario	What might you get back after costs	14,430 EUR	18,820 EUR
	Average return each year	44.33 %	13.48 %

Performance scenarios are accurate as at: 31 January 2025.  
The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your advisor or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back.  
The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the situation where we are not able to pay you.

Unfavourable: This type of scenario occurred for an investment between 04/2015 and 03/2020.  
Moderate: This type of scenario occurred for an investment between 07/2018 and 06/2023.  
Favourable: This type of scenario occurred for an investment between 11/2016 and 10/2021.

## WHAT HAPPENS IF FUNDROCK MANAGEMENT COMPANY S.A. IS UNABLE TO PAY OUT?

The Management Company is responsible for administration and management of the Fund, and does not typically hold assets of the Fund (assets that can be held by a depositary are, in line with applicable regulations, held with a depositary in its custody network). The Management Company, as the manufacturer of this product has no obligation to pay out since the product design does not contemplate any such payment being made. However, investors may suffer loss if the Fund or the depositary is unable to pay out. There is no compensation or guarantee scheme in place which may offset, all or any, of this loss.

WHAT ARE THE COSTS?

The person advising on or selling you this product may charge you other costs. If so, this person will provide you with information about these costs and how they affect your investment.

Costs over time

The tables show the amounts that are taken from your investment to cover different types of costs. These amounts depend on how much you invest, how long you hold the product and how well the product does. The amounts shown here are illustrations based on an example investment amount and different possible investment periods:

We have assumed:

- In the first year you would get back the amount that you invested (0% annual return). For the other holding periods we have assumed the product performs as shown in the moderate scenario.
- 10,000.00 EUR is invested.

	If you exit after 1 year	If you exit after 5 years
Total costs	109 EUR	877 EUR
Annual cost impact *	1.09 %	1.19 %

\*This illustrates how costs reduce your return each year over the holding period. For example it shows that if you exit at the recommended holding period your average return per year is projected to be 10.77% before costs and 9.58% after costs.

Composition of costs

One-off costs upon entry or exit		If you exit after 1 year
Entry costs	We do not charge an entry fee.	N/A
Exit costs	We do not charge an exit fee for this product, but the person selling you the product may do so.	N/A
Ongoing costs taken each year		
Management fees and other administrative or operating costs	0.91% of the value of your investment per year. This is an estimate of the expenses for the first year of the class's existence.	92 EUR
Portfolio transaction costs	0.17% of the value of your investment per year. This is an estimate of the costs incurred when we buy and sell the underlying investments for the product. The actual amount will vary depending on how much we buy and sell.	17 EUR
Incidental costs taken under specific conditions		
Performance fee	There is no performance fee for this product.	N/A

Costs are accurate as at: 31 December 2024, unless specified.

HOW LONG SHOULD I HOLD IT AND CAN I TAKE MY MONEY OUT EARLY?

Recommended holding period: 5 years

The fund is designed to be held over the long term and we recommend that you hold this investment for at least 5 years. You can request to take out some or all of your money at any time. If you cash in at an early stage this may increase the risk of lower investment returns or a loss. Dealing frequency, normally Monday to Friday except Luxembourg public holidays and non-dealing days. Visit [www.artemisfunds.com/non-dealing-days](http://www.artemisfunds.com/non-dealing-days) for more information.

HOW CAN I COMPLAIN?

If you have any complaints about the product, the conduct of the manufacturer or the person advising on the product, complaints can be lodged via the following methods:

E-mail: [complaints@artemisfunds.com](mailto:complaints@artemisfunds.com)  
Telephone: +352 28 29 41 52  
Website: [www.artemisfunds.com](http://www.artemisfunds.com)  
Address: Client Services, Artemis Funds (Lux), Cassini House, 57 St James's Street, London, SW1A 1LD.

OTHER RELEVANT INFORMATION

The past performance document for this product can be found at [https://api.kneip.com/v1/documentdata/permalinks/KPP\\_LU2698445587\\_en\\_LU.pdf](https://api.kneip.com/v1/documentdata/permalinks/KPP_LU2698445587_en_LU.pdf). Please note that past performance is not indicative of future performance. It cannot provide a guarantee of returns that you will receive in the future.

The previous monthly performance scenarios document for this product can be found at [https://api.kneip.com/v1/documentdata/permalinks/KMS\\_LU2698445587\\_en\\_LU.xlsx](https://api.kneip.com/v1/documentdata/permalinks/KMS_LU2698445587_en_LU.xlsx)

You can also find the prospectus in the 'Fund Literature' section on our website [www.artemisfunds.com/literature](http://www.artemisfunds.com/literature).

Additional information for investors in Switzerland: The prospectus, the key information documents, the articles of incorporation and the annual and semi-annual reports are available free of charge from the Swiss Representative and Paying Agent, CACEIS Bank, Montrouge, Zurich branch / Switzerland, Bleicherweg 7, CH 8027 Zurich.