

# Understanding KIIDs

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A 'KIID' is a Key Investor Information Document.

## What are 'Key Investor Information' documents?

Key Investor Information documents are two-sided summary documents produced for each fund you invest in. The purpose of these documents is to supply you with concise information to understand the funds you are investing in.

The sections of a KIID are always the same.

- Objective and Investment Policy
- Risk and Reward Profile
- Charges
- Past Performance
- Practical Information

The format of the information is strictly imposed by European regulation and is the same for all providers. This means the format is 'dry' and hard to relate to the investment advice you've received.

## What KIIDs don't tell you

Whilst they offer important facts about the funds you wish to invest in, they don't offer any of the soft facts. They don't say why you should invest, or if the fund is relevant to you, how it compares to its peers or if the investment is a good one. This information is provided to you by Hulbert West. Please ask your adviser if you'd like further information.

## Considerations when reading Key Investor Information Documents

*There are several important points to note if you wish to study these documents.*

- **Risk and Reward Profile** – The 1 to 7 scale here is different to the 1 to 7 scale used in assessing your attitude to investment risk. You may find the risk rating on the KIID is higher or lower than your noted attitude to investment risk. Remember that if we have advised this fund for you, we have considered if it is suitable for you. Often where we have recommended more than one investment fund the combined risk is lower than the individual risk for each fund.
- **Charges** – The charges on the KIIDs are those that *may* apply to the fund under certain circumstances. The funds we recommend do not normally have standard entry charges or exit charges when purchased through your platform provider. Please refer to the details provided by your adviser.
- **Naming differences** – The legal name of the Unit Trust Manager or Authorised Corporate Director is used in KIIDs. This may vary from the name of the Investment Manager. This can be confusing. Please ask your adviser if you're unsure.