

# KEY INVESTOR INFORMATION



This document provides you with key investor information about this Fund. It 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 so you can make an informed decision about whether to invest.

## Mediolanum DWS MegaTrend Selection (the "Sub-Fund") is a Sub-Fund of Mediolanum Best Brands (the "Fund").

Mediolanum DWS MegaTrend Selection L Hedged Class A Units ("LHA Class") - ISIN: IE00B3TB2205

Mediolanum DWS MegaTrend Selection S Hedged Class A Units ("SHA Class") - ISIN: IE00B3SLHB57

Mediolanum International Funds Limited (part of the Mediolanum Banking Group) is the Manager of the Fund.

## Objectives and Investment Policy

- The Sub-Fund's objective is to achieve long term capital growth.
- The Sub-Fund invests primarily in global (including emerging market) equities (listed shares) and equity related securities either directly or indirectly (by investing in funds).
- The Sub-Fund invests in DWS range funds which are selected following Investment Manager evaluation of: investment team strength, underlying investment process quality and opportunity for future capital growth.
- The Sub-Fund may use financial derivative instruments (FDIs) whose performance is linked to that of underlying security(s) or asset class(es).
- The Investment Manager has flexibility to change the Sub-Fund's asset allocation (% of the portfolio invested in equities/FDIs etc) at any time and has discretion to select investments within each asset class.
- The Sub-Fund is appropriate for investors with a long term investment horizon.
- FDIs are used to remove the impact of exchange rate movements (hedging) which may affect the value of these Classes of Units.
- All income and gains generated by the LHA Class and SHA Class of Units will be reinvested. No dividends will be paid.
- Units can be bought or sold on any business day from the Fund's Administrator.
- Please refer to the Prospectus and Sub-Fund Information Card for more detailed information.

## Risk and Reward Profile



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- The risk category is based on historical data and may not be a reliable indication for the future.
- It is not guaranteed and may change over time.
- The lowest category does not mean 'risk free' investment.
- The Sub-Fund is classified in the risk category above due to the nature of its investments. The risk level is measured by the volatility of the Sub-Fund's past returns (or from the past returns of a suitable model portfolio if a full 5 year history is unavailable).

- Emerging Market Risk -Emerging Market economies may exhibit higher levels of investment risk than developed economies.
- Financial Derivative Risk - FDI values may rise and fall at a greater rate than underlying securities or instruments. Some derivatives may result in gains or losses that are greater than the original amount invested.

A complete description of risk factors is set out in the Prospectus of the Fund in the section entitled 'Risk Factors'.

**The following risks are considered material and may not be fully captured by the risk and reward indicator:**

## Charges

The charges you pay are used to pay the costs of running the Sub-Fund, including the costs of marketing and distributing it. These charges reduce the potential growth of your investment.

The entry charge shown is a maximum figure. In some cases you might pay less.

The ongoing charges figure shown is an estimate due to changes in costs associated with the Sub-Fund's investments. The Fund's annual report for each financial year will include detail on the exact charges applied.

This figure may vary from year to year. It excludes:

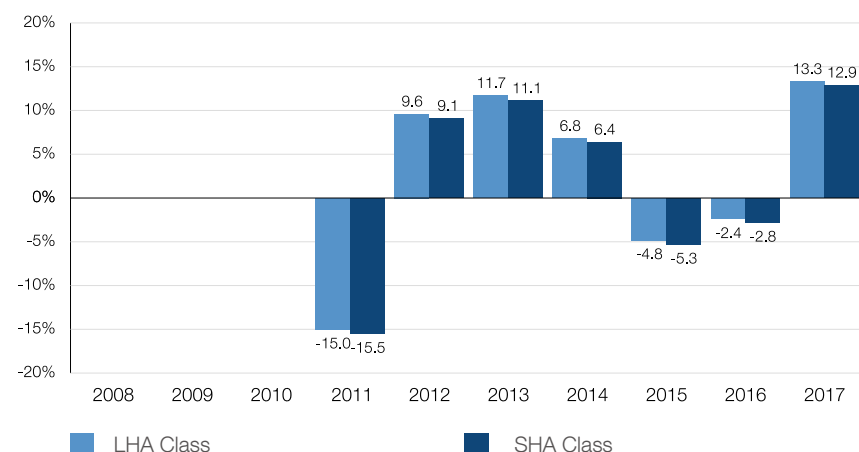
- Performance Fees
- Portfolio transaction costs, except in the case of an entry/exit charge paid by the Sub-Fund when buying or selling units in another fund.

The maximum Switch Fee payable for each switch is half the Entry Fee applicable to the new unit.

For more information on charges and in particular the performance fees, please see the Prospectus.

One-Off charges taken before or after you invest:		
Entry charge	5.50%	
Exit charge	None	
This is the maximum that might be taken out of your money before it is invested.		
	IE00B3TB2205 LHA Class	IE00B3SLHB57 SHA Class
Charges taken from the Sub-Fund over a year:		
Ongoing charge	3.22%	3.62%
Charges taken from the Sub-Fund under certain specific conditions:		
Performance Fee	Maximum fee is 5% of the difference between the annualised increase of the asset values above 1.5 times 3 month Euribor (Euro Interbank Offered Rate).	
Actual performance fee	0.76%	0.76%

## Past Performance



- The Sub-Fund, including LHA Class and SHA Class, was launched in 2010.
- Past performance is not an indicator of future returns.
- Past Performance takes account of all fees and ongoing charges, excluding entry and exit charges.
- Past performance has been calculated in EUR.

## Practical Information

- The Sub-Fund's assets are held with RBC Investor Services Bank S.A., Dublin Branch and are segregated from the assets of other sub-funds of the Fund.
- Further information about the Sub-Fund (including the current unit prices), are available at [www.mifl.ie](http://www.mifl.ie). The current prospectus, the most recent financial statements and other unit class versions of this document are available free, in the official language for each country, at [www.mifl.ie](http://www.mifl.ie), from the Distributors or by writing to Mediolanum International Funds Limited, 2 Shelbourne Buildings, Shelbourne Road, Dublin 4, Ireland.
- Details of the Manager's up-to-date remuneration policy, including, but not limited to, a description of how remuneration and benefits are calculated and the identity of persons responsible for awarding the remuneration and benefits are available at [www.mifl.ie](http://www.mifl.ie). A paper copy is available free of charge upon request.
- The Sub-Fund is subject to taxation legislation in Ireland, which may have an impact on your personal tax position as an investor in the Fund.
- Mediolanum International Funds Limited 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.
- You may convert units in the Sub-Fund for units in other sub-funds of the Fund. Further information and provisions are in the Prospectus.