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.

Product

Name: **Artemis Alpha Trust plc, Ordinary shares**

ISIN: **GB0004355946**

Manufacturer: **Artemis Fund Managers Limited**

Competent authority: **Financial Conduct Authority**

Contact details: **artemisfunds.com or call 0800 092 2051 for further information**

This key information is accurate as at 31 December 2019.

What is this product?

Type: This product is an investment trust.

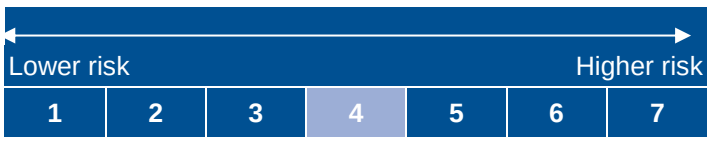
Objective: The company aims to provide long-term capital and income growth by investing predominantly in listed companies and to achieve a net asset value total return greater than the total return of the FTSE All-Share Index.

- The investment manager will follow an unconstrained and opportunistic approach with the aim of generating sustainable outperformance of the FTSE All-Share Index. The investment manager will seek to identify and invest in companies with attractive valuations, strong business models, favourable long-term industry fundamentals and high-quality management teams.
- Stockmarket capitalisations and sector and geographic weightings are of secondary consideration; there are no pre-defined maximum or minimum exposure levels for any sector, country or geographic region, but exposures are invested and managed in a manner consistent with spreading investment risk.
- The majority of the portfolio is expected to be invested in UK listed companies, but the overall geographical profile of the portfolio will change from time to time depending on where opportunities are found.
- The company will not invest more than 10% of net assets in any one investment. The total number of holdings in the portfolio will vary over time but the top positions will have a proportionally larger weighting.
- There is no restriction on the amount of cash or cash equivalent instruments that the company may hold and there may be times when the investment manager considers it appropriate to have a significant cash or cash-equivalent position instead of being fully invested.
- The company may invest up to 15% of its total assets in other listed closed-ended investment funds.
- The company will not invest more than 10% of its total assets in unquoted companies, excluding follow-on investments that may be made in existing unquoted investments in order to preserve the company's economic interests in such investments. Further investments require prior Board approval.
- The company may use derivatives (financial instruments whose value is linked to the expected price movements of an underlying asset) and similar instruments to preserve capital and to reduce the effect of fluctuations in the rate of exchange between the currency or currencies in which the assets of the portfolio are invested and sterling.
- The company may use borrowing (known as 'gearing') (up to 25% of its net assets) to support its investment strategy. This may also be achieved without borrowing by investing in a range of different types of instruments, including derivatives.
- The overall portfolio composition and performance is likely to vary significantly from the FTSE All-Share Index.

Intended investor: This product is intended for investors who are willing to invest for a medium to 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. Shares in the company are bought and sold via markets. Typically, at any given time on any given day, the price investors pay for a share will be higher than the price at which investors could sell it.

Maturity: This product has no maturity date.

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



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.

We have classified this product as 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 ability for you to receive a positive return on your investment.

For other risks materially relevant to the product which are not taken into account in the summary risk indicator, please read the product's Investor Disclosure Document available at artemisalphatrust.co.uk.

This product does not include any protection from future market performance so you could lose some or all of your investment.

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

Investment £10,000				
Performance scenarios		1 year	**3 years**	**5 years**
Stress scenario	What you might get back after costs	**£5,081.73**	**£4,648.16**	**£3,601.86**
	Average return each year	-49.18%	-22.54%	-18.47%
Unfavourable scenario	What you might get back after costs	**£8,167.72**	**£7,342.30**	**£6,964.52**
	Average return each year	-18.32%	-9.79%	-6.98%
Moderate scenario	What you might get back after costs	**£10,335.69**	£11,039.00	**£11,790.17**
	Average return each year	3.36%	3.35%	3.35%
Favourable scenario	What you might get back after costs	£13,074.72	£16,591.35	£19,952.75
	Average return each year	30.75%	18.38%	14.82%

This table shows the money you could get back over the next 5 years (recommended holding period), under different scenarios, assuming that you invest £10,000. The scenarios shown illustrate how your investment could perform. You can compare them with the scenarios of other products. The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the investment. The stress scenario shows what you might get back in extreme market circumstances.

The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your adviser or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back.

What happens if Artemis Alpha Trust plc is unable to pay out?

As a shareholder in the company, you would not be able to make a claim to the Financial Services Compensation Scheme about the company in the event that the company is unable to pay out.

What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs. The amounts shown here are the cumulative costs of the product itself, for three different holding periods. They include potential early exit penalties. The figures assume you invest £10,000. The figures are estimates and may change in the future. SDRT of 0.5% is payable if the shares are purchased on the secondary market.

Table 1: costs over time

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Investment scenarios (£10,000)	If you cash in after 1 year	If you cash in after half recommended period of 5 years (after 3 years)	If you cash in at the recommended period of 5 years
Total costs	£120.33	£381.09	£670.54
Impact on return (RIY) per year	1.20%	1.20%	1.20%

Table 2: 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.

One-off costs	Entry costs	0.00%	The impact of the costs you pay when entering your investment. [This is the most you will pay, and you could pay less].
	Exit costs	0.00%	The impact of the costs of exiting your investment when it matures.
Recurring costs	Portfolio transaction costs	0.25%	The impact of the costs of us buying and selling underlying investments for the product.
	Other ongoing costs	0.96%	The impact of the costs that we take each year for managing your investments.
Incidental costs	Performance	0.00%	This product does not have any performance fees.
	Carried interest	0.00%	This product does not have any carried interest.

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

Recommended holding period: 5 years

This product has no required minimum holding period but is designed for medium- to long-term investment; you should be prepared to stay invested for at least 5 years. You may sell your shares in the product on any normal UK business day.

How can I complain?

If you want to complain about any part of our service, please,

- Write to The Company Secretary, Alpha Trust plc, Cassini House, 57 St James's Street, London SW1A 1LD
- Email: alpha.chairman@artemisfunds.com

As a shareholder in the company, you do not have the right to complain to the Financial Ombudsman Service about the management of the company.

Other relevant information

We are required to make available further documentation, such as the product's latest Investor Disclosure Document, annual and interim reports. These documents and other product information are available at artemisalphatrust.co.uk.