

# 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.

## JPM Global Consumer Trends Fund B - Net Income - JPMorgan Fund ICVC

ISIN GB00B2NFHF99

The Authorised Corporate Director ("ACD") is JPMorgan Funds Limited

## Objective and Investment Policy

**Investment Objective:** To provide long term capital growth by investing primarily in companies throughout the world benefiting from consumer driven opportunities.

**Investment Policy:** Investments may include, but are not limited to, companies providing goods and services relating to consumer related activities, wealth, leisure, lifestyle, health and wellness. Issuers of these securities may be located in any country and the Fund may invest significantly in emerging markets and in smaller companies.

Financial derivative instruments (derivatives) may be used for the purposes of efficient portfolio management, including hedging, where appropriate.

Other instruments as permitted in the stated investment and borrowing powers of the Company including, but not limited to, fixed interest securities, cash and cash equivalents may be held on an ancillary basis, as appropriate.

**Redemption and Dealing:** Shares of the Fund may be redeemed on demand, with dealing normally on a daily basis.

**Management Discretion:** The Investment Adviser has the discretion to buy and sell investments on behalf of the Fund within the limits of the Objective and Investment Policy.

**Benchmark:** The benchmark of the Fund is MSCI World Index (Net).

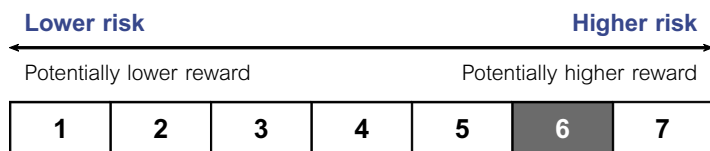
The benchmark is a point of reference against which the performance of the Fund may be measured. The Fund will be managed without reference to its benchmark.

**Distribution Policy:** This Share Class will distribute income.

**Recommendation:** The Fund may not be appropriate for investors who plan to withdraw their money within five years.

For an explanation of some of the terms used in this document, please visit the glossary on our website at [www.jpmorgan.co.uk/kiid-glossary](http://www.jpmorgan.co.uk/kiid-glossary).

## Risk and Reward Profile



The above rating is based on the historic volatility of the simulated Net Asset Value of this Share Class over the last five years and may not be a reliable indication of the future risk profile of this Share Class.

The risk and reward category shown above is not guaranteed to remain unchanged and may change over time.

A Share Class with the lowest risk rating does not mean a risk-free investment.

**Why is this Share Class in this category?** This Share Class is classified in category 6 because its simulated Net Asset Value has shown high fluctuations historically.

### Other material risks:

- ▶ The value of your investment may fall as well as rise and you may get back less than you originally invested.

- ▶ The value of equity and equity-linked securities may fluctuate in response to the performance of individual companies and general market conditions.
- ▶ Emerging markets may be subject to increased political, regulatory and economic instability, less developed custody and settlement practices, poor transparency and greater financial risks. Emerging market currencies may be subject to volatile price movements. Emerging market securities may also be subject to higher volatility and be more difficult to sell than non-emerging market securities.
- ▶ The Fund invests in securities of smaller companies which may be more difficult to sell, more volatile and tend to carry greater financial risk than securities of larger companies.
- ▶ This Fund is aggressively managed, which may result in higher volatility of the Fund's performance and bigger differences between the performance of the Fund and its benchmark.
- ▶ The Fund will be concentrated in companies benefiting from consumer driven opportunities and, as a result, may be more volatile than more broadly diversified funds.
- ▶ Movements in currency exchange rates can adversely affect the return of your investment.
- ▶ Further information about risks can be found in "Part 11: Risk Warnings" of the Prospectus.

---

## Charges

---

### One-off charges taken before or after you invest

**Entry charge** None

**Exit charge** None

This is the maximum that might be taken out of your money before it is invested or before the proceeds of your investment are paid out.

### Charges taken from this Share Class over a year

**Ongoing charge** 1.15%

### Charges taken from this Share Class under certain specific conditions

**Performance fee** None

---

- ▶ The actual entry and exit charges paid may be less. Information on charges can be obtained from the investor's financial adviser.
- ▶ The Prospectus permits a fee to be charged for switching between Funds but this fee is currently waived by the Authorised Corporate Director.
- ▶ The ongoing charge is based on the last year's expenses (excluding performance fees) ending 31 January 2012.
- ▶ Charges are used to pay the costs of running this Share Class. These charges reduce the potential growth of the investment.
- ▶ Further information about charges can be found in "Part 5: Charges and Expenses" section of the Prospectus.

---

## Past Performance

---

- ▶ Past performance is not a guide to future performance.
- ▶ There is insufficient performance data available to provide a chart of annual past performance.
- ▶ Fund launch date: 2008.
- ▶ Share Class launch date: 2011.

---

## Practical Information

---

**Depository:** The fund depository is National Westminster Bank Plc.

**Further Information:** A copy of the Prospectus and latest annual and semi-annual financial report in English can be downloaded or ordered online from [www.jpmorganassetmanagement.co.uk/investor](http://www.jpmorganassetmanagement.co.uk/investor) or are available free of charge upon request from our UK-based Investor Services Team on 0800 20 40 20 (or +44 20 7742 9995 if calling from outside the UK) or by writing to J.P. Morgan Asset Management, Client Administration Centre, Finsbury Dials, 20 Finsbury Street, London EC2Y 9AQ.

Share prices can be obtained online at [www.jpmorganassetmanagement.co.uk/investor](http://www.jpmorganassetmanagement.co.uk/investor) or by telephoning 0800 20 40 20 (or +44 20 7742 9995 if calling from outside the UK). Share prices of Class A and E Shares are published daily in the Financial Times.

Please note if you call J.P. Morgan Asset Management, calls may be recorded and monitored for security and training purposes.

**Tax:** The Fund is subject to UK tax regulations. This may have an impact on an investor's personal tax position.

**Legal Information:** JPMorgan 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.

JPMorgan Fund ICVC consists of separate Funds, each of which issues one or more Share Classes. This document is prepared for a specific Share Class. The Prospectus and annual and semi-annual financial reports are prepared for JPMorgan Fund ICVC.

The Fund is part of JPMorgan Fund ICVC. There is currently no segregated liability between the Funds of JPMorgan Fund ICVC. This means that the assets of a Fund may be available in certain circumstances to meet a claim of a creditor or another third party made against another Fund of JPMorgan Fund ICVC.

**Switching:** Investors may switch into Shares of another Share Class of the Fund or another Fund of JPMorgan Fund ICVC subject to meeting any relevant eligibility requirements and minimum holding amounts. Further information can be found in "section 4.3.10 - Switching Shares" of the Prospectus.