

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

Product name: Purchased FX call option (FXO Buy Call USDDKK 3M)

Legal name: Alm. Brand Bank A/S www.almbrand.dk/priips

Call +45 35 47 47 47 for more information

Regulated by:

Finanstilsynet, Århusgade 110, 2100 København Ø

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You are about to enter into an agreement on a product that is complex and may be difficult to understand.

What is this product?

Type	Purchased FX call option												
Objectives	<p>This product is a purchased FX call option.</p> <p>A purchased call option is a binding contract between you and the bank which gives you the right, but not an obligation, to purchase an agreed quantity of currency against another currency on a future date at an agreed strike rate.</p> <p>If the market rate is higher than the strike rate at maturity, the call option becomes a spot contract. Prior to maturity, the buyer of the option must announce that the right is exercised. If the market rate is lower than the strike rate, the option will simply expire.</p> <p>You will pay a premium for the call option. This premium is paid upon the conclusion of the contract.</p> <table border="0"> <tr> <td>Nominal Amount</td> <td>75,000 DKK</td> </tr> <tr> <td>Currency 1</td> <td>USD</td> </tr> <tr> <td>Currency 2</td> <td>DKK</td> </tr> <tr> <td>Start Date</td> <td>2 business days from the trade date</td> </tr> <tr> <td>Final Date</td> <td>3 months from the trade date</td> </tr> <tr> <td>Strike price</td> <td>6.4</td> </tr> </table>	Nominal Amount	75,000 DKK	Currency 1	USD	Currency 2	DKK	Start Date	2 business days from the trade date	Final Date	3 months from the trade date	Strike price	6.4
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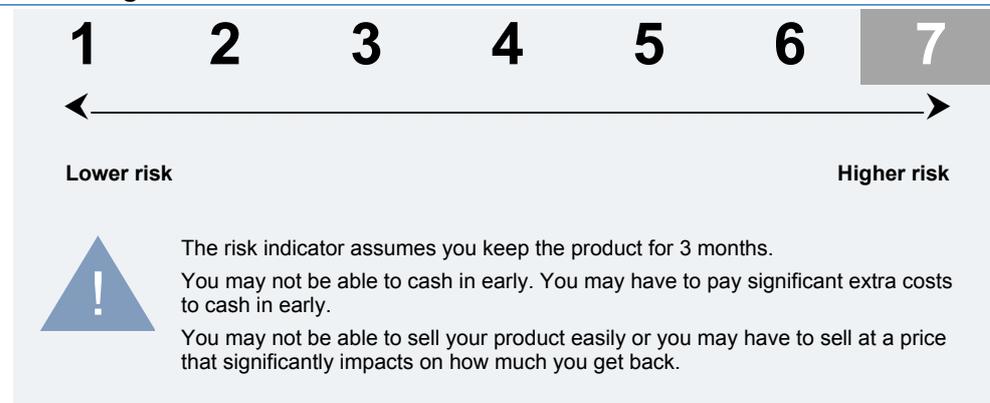
Intended retail investor

This product is intended for customers with some financial knowledge and experience, who can withstand losing the entire amount invested, who are interested in increasing their assets, in hedging and in a leveraged position and who are ready to remain in the product until 3 months.

On a risk scale from 1 (high security; very low or low expected returns) to 7 (very high risk tolerance; highest expected return), the product falls within risk category 7.

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

Risk indicator



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 7 out of 7, which is the highest risk class.

This rates the potential losses from future performance at a very high level, and poor market conditions could impact the capacity of Alm. Brand to pay you.

Be aware of currency risk. You will receive payments in a different currency, so the final return you will get depend on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.

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

If we are not able to pay you what is owed, you could lose your entire investment.

Performance scenarios

Investment of 75,000 DKK		3 months
Scenarios		(Recommended holding period)
Stress scenario ¹	What you might get back after costs	0 DKK
	Average return each year	-100.00 %
Unfavourable scenario	What you might get back after costs	0 DKK
	Average return each year	-100.00 %
Moderate scenario	What you might get back after costs	0 DKK
	Average return each year	-100.00 %
Favourable scenario	What you might get back after costs	661,035 DKK
	Average return each year	3,134.10 %

This table shows the money you could get back over the next 3 months, under different scenarios, assuming that you invest 75,000 DKK.

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/product.

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.

This product cannot be easily cashed in. This means it is difficult to estimate how much you would get back if you cash in before the recommended holding period. You will either be unable to cash in early or you will have to pay high costs or make a large loss if you do so.

The figures shown include all the costs of the product itself, and include the costs of 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 calculation is based on the premium of the contract (in this example 75,000 DKK).

What happens if Alm. Brand is unable to pay out?

You are exposed against the risk that the counterparty to the transaction may be unable to fulfil his obligations with respect to the product, for instance in case of insolvency. The product is not comprised by any protection scheme.

Therefore, it is possible that the counterparty will be unable to cover a loss up to the market value of the product at the particular point in time.

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 the recommended holding period. They include potential early exit penalties. The figures assume you invest 75,000 DKK. The figures are estimates and may change in the future.

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 of 75,000 DKK	If you cash in at the recommended holding period
Scenarios	
Total costs	33,482 DKK
Impact on return (RIY) per year	-

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.
- What the different cost categories mean.

This table shows the impact on return per year		
One-off costs	Entry costs	-
		The impact of the costs already included in the price.

¹ Please note that the stress scenario has been calculated on the basis of other presupposed conditions than the three other scenarios, and therefore in some cases the result can theoretically be better in the stress scenario than in the other scenarios.



This is the most you will pay, and you could pay less.

This includes the costs of distribution of your product.

Ongoing costs	Exit costs	0.00 %	The impact of the costs of exiting your investment when it matures.
	Portfolio transaction costs	0.00 %	The impact of the costs of us buying and selling underlying investments for the product.
	Other ongoing costs	0.00 %	The impact of the costs that we take each year for managing your investments.

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

Recommended holding period: This product is designed to be held to the agreed maturity date in order to match your investment requirement.

You may not be able to cash in early, and you may have to pay significant extra costs to cash in early. It is a product to be entered into for its term that cannot be easily sold. Early termination may occur (i) if certain events of default or other termination events occur or (ii) at the sole discretion of Alm. Brand Bank A/S, in which case early termination payments may apply.

Early exit impact: If the product is terminated early, in whole or in part, an Early Termination Payment may become payable by Alm. Brand Bank A/S. The Early Termination Payment is linked to market parameters and could be a substantial loss or gain to you. Settlement on early termination will be specific to your Purchased FX call option and will be influenced by a number of factors which include but are not limited to: whether it is an increasing or decreasing foreign exchange environment; the movement of the FX Spot Rate since the trade date; the amount affected by the early termination.

The Early Termination Payment is not a penalty charge. The sum represents the economic value of what Alm. Brand Bank A/S would have paid if the product continued as agreed.

How can I complain?

Any complaint regarding the product, the conduct of the manufacturer or persons advising on, or selling the product can be submitted under the following website almbrand.dk/klagemuligheder, in written form to Alm. Brand Bank A/S, Midtermolen 7, 2100 København Ø or via email to bank.jura@almbrand.dk.

Other relevant information

Other information may be relevant for this product, for instance information about characteristics and risks. The information is, among other things, included in agreements entered into with the Bank, e.g. framework agreements, service agreements, fact sheets, the advisory basis and in other material received from the Bank.