

# LV= UK GROWTH FUND



The Fund aims to produce long-term capital growth by investing principally in UK company shares.

We focus on finding companies with a sustainable competitive advantage, and that have a healthy cashflow that can be used to pay dividends to shareholders. Dividend growth is one of the key drivers of long-term share price performance<sup>1</sup>.

## WHY LV= UK GROWTH FUND?

- LV= has been meeting the needs of customers for over 165 years and is **a name you can trust**
- The Fund offers an opportunity to participate in the **long-term growth potential of the UK stockmarket**
- The Fund manager focuses on finding strong companies that generate cash which is used **to drive returns to shareholders**
- The Fund has an experienced fund manager with **over 14 years' experience**

### Terms (Retail Share Class)

|                             |   |
|-----------------------------|---|
| Launch Date                 | 30 September 1999                                     |
| Minimum Initial Purchase    | £1000 for lump sum investment, £100 for monthly plans |
| Minimum Additional Purchase | £500  |
| ISA Option Available        | Yes   |
| Income/Accumulation         | Accumulation  |
| Annual Management Fee       | 1.00%   |
| Maximum Initial Charge      | 5%  |
| Total Expense Ratio         | 1.07% (as at June 2010)                               |

This item should not be taken as advice to invest. It is up to you to decide whether you think this investment is right for you. If you have any doubts you should contact a suitably qualified Financial Adviser. Before investing, ensure you fully understand how this investment works, and the risks associated with this type of product by reading the Simplified Prospectus for LV= Investment Funds I ICVC – available on our website [www.LVAM.co.uk](http://www.LVAM.co.uk), or you can request a copy by calling **0845 113 0273** and selecting Option 1. Calls may be recorded.

**The LV= UK Growth Fund is a stockmarket related investment and the value of this investment may go down or up depending on the current market fluctuations. You are not guaranteed to make a profit and may get back less than your original investment.**

<sup>1</sup> Data Source: Societe Generale Global Income Investor January 2010. <sup>2</sup> Due to composition, the portfolio may not always invest in the investment types named.

### Meet The Manager



**Michael Crawford**  
Principal Fund Manager, UK Equities

Michael Crawford is a Principal Fund Manager at LV= Asset Management and is the lead fund manager of the LV= UK Equity Growth Fund. Prior to joining LV= Asset Management in August 2009, Michael was a Director at Credit Suisse Asset Management, which he joined in October 2007. Previously, he was Head of UK and European Equities at Bessemer Trust and a senior UK Equity fund manager at Deutsche Asset Management / DWS Investments. Michael holds a BSc (Combined Hons) in Chemistry and Law from Exeter University and an MBA from the Cranfield School of Management. He is also a Fellow of the Institute of Chartered Accountants of England and Wales and of the Securities Institute.

### Investment Type<sup>2</sup>

The fund will typically comprise of the following asset classes:



**UK Equity**  
Shares in UK companies



**Cash**  
Money in the bank



**Fixed Interest**  
Government or Corporate Debt

Liverpool Victoria Asset Management Limited, 80 Cheapside, London EC2V 6EE

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