

# 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	Pershing Square Holdings, Ltd. – Ordinary Shares
ISIN:	GG00BPFJTF46
Name of PRIIP manufacturer (for purposes of this document only)	Pershing Square Capital Management, L.P.
Contact details	Please visit <a href="http://www.pershingsquareholdings.com">www.pershingsquareholdings.com</a> or contact us at +44 (0)1481 810 100
Date of production	25 April 2019

## WHAT IS THIS PRODUCT?

### Type

Ordinary shares in Pershing Square Holdings, Ltd., a closed-ended investment company incorporated in Guernsey (the “Company”) and traded on Euronext Amsterdam (in USD) and the Main Market of the London Stock Exchange (in GBP and USD).

### Objectives

The Company’s investment objective is to preserve capital and to seek maximum, long-term capital appreciation commensurate with reasonable risk. The Company seeks to achieve its investment objective through long and occasionally short investment positions in equity or debt securities of U.S. and non-U.S. issuers (including securities convertible into equity debt securities), derivative instruments and any other financial instruments that its investment manager, Pershing Square Capital Management, L.P. (the “Manager”), believes will achieve the Company’s investment objective.

The Company may borrow to purchase investments, which may magnify any gains or losses made by the Company. The Company currently has in issuance a \$1,000,000,000 bond which may magnify any gains or losses made by the Company.

### Intended retail investor

The Company is not specifically intended for retail investors. An investment in the Company is suitable only for investors that are capable of evaluating the merits and risks of such an investment, who understand the potential risk of capital loss and that there may be limited liquidity in the ordinary shares, for whom an investment in the ordinary shares constitutes part of a diversified investment portfolio, who fully understand and are willing to assume the risks involved and who have sufficient resources to be able to bear losses (which may equal the whole amount invested) that may result from such an investment. Accordingly, typical investors in the Company are expected to be experienced investors, institutional investors, high net worth investors and other investors who have taken appropriate professional advice and understand the risks involved in investing in the Company.

### Maturity

The Company has an unlimited life and there is no maturity date for the ordinary shares. There is no recommended holding period for the ordinary shares (although a holding period of 5 years has been used for the purposes of the calculations in this document).

## 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.



There is no specific recommended holding period for this product. There is no committed liquidity offered by market makers or the PRIIP manufacturer so liquidity depends only on the availability of buyers and sellers on the secondary market. You may not be able to sell your ordinary shares easily or you may have to sell at a price below the price that you paid or below the prevailing net asset value per ordinary share. Be aware of currency risk. The amount that shares are worth in Sterling or Euros will depend on the exchange rate between those currencies and US Dollars. This risk is not considered in the indicator above.

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We have classified this product as 5 out of 7, which is medium-high risk class. This rates the potential losses from future performance at a medium-high level, and poor market conditions are likely to impact the value of the ordinary shares.

Other risks materially relevant to the ordinary shares that are not included in the summary risk indicator include:

- failure of the portfolio to perform in line with the Company's objectives;
- failure of systems and controls in the operations of the Manager or its other service providers; and
- discount to net asset value at which the Company's shares trade in the secondary market.

For further information on these risks, see the Company's Annual Report as cited in "Other Relevant Information" below. This product does not include any protection from future market performance so you could lose some or all of your investment.

## Performance Scenarios

Investment of £10,000		1 year	3 years	5 years
Scenarios				
<b>Stress scenario</b>	<b>What you might get back after costs</b>	£1,615.41	£2,216.68	£1,292.24
	Average return each year	-83.85%	-39.48%	-33.58%
<b>Unfavourable scenario</b>	<b>What you might get back after costs</b>	£6,476.58	£3,973.75	£2,611.12
	Average return each year	-35.23%	-26.48%	-23.55%
<b>Moderate scenario</b>	<b>What you might get back after costs</b>	£8,774.16	£6,704.51	£5,123.05
	Average return each year	-12.26%	-12.48%	-12.52%
<b>Favourable scenario</b>	<b>What you might get back after costs</b>	£11,751.57	£11,183.15	£9,937.13
	Average return each year	17.52%	3.80%	-0.13%

This table shows the money you could get back over the next 5 years, 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. They are based on historic share price performance. What you get will vary depending on how your underlying investment performs, how the overall market performs and how long you keep the investment. The stress scenario shows what you might get back in secondary trading in extreme market circumstances, and it does not take into account the situation where the Company is in liquidation.

The figures shown include all the costs of the product itself but do not include all the costs that you may pay to your advisor 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 THE COMPANY IS UNABLE TO PAY OUT?

The Company is not required to make any payment to you in respect of your investment. If the Company were liquidated, you would be entitled to receive a distribution equal to your share of the Company's assets, after payment of all of its creditors. The Manager has no obligation to make any payment to you. There is no compensation or guarantee scheme in place that applies to the Company and, if you invest in the Company, you should be prepared to assume the risk that you could lose all of your investment.

## 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. Ongoing costs exclude costs incurred by the Company's portfolio investments. The amounts shown here are the cumulative costs of the product itself, for three different holding periods. The figures assume you invest £10,000. The figures are estimates and may change in the future. You should note that these costs are paid by the Company whereas the return that you may receive will depend on the Company's share price performance. There is no direct link between the Company's share price and the costs that it pays.

### Costs over time

The person 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 £10,000			
Scenarios	If you cash in after 1 year	If you cash in after 3 years	If you cash in after 5 years
Total costs	£401.70	£1,250.92	£2,169.48
Impact on return (RIY) per year	4.02%	4.01%	4.01%

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## Composition of costs

The table below shows:

- the impact each year of the different types of costs on the investment return that you might get at the end of the recommended holding period;
- the meaning of the different cost categories.

<b>One-off costs</b>	<b>Entry costs</b>	N/A	No entry costs are payable when you acquire ordinary shares, although you may be required to pay brokerage fees or commissions.
	<b>Exit costs</b>	N/A	No exit costs are payable when you dispose of ordinary shares, although you may be required to pay brokerage fees or commissions.
<b>Ongoing costs</b>	<b>Portfolio transaction costs</b>	0.45%	The impact of the costs of buying and selling underlying investments for the product.
	<b>Other ongoing costs</b>	2.80%	The impact of the management fee payable to the Manager and the fees and expenses of the Company's other service providers.
<b>Incidental costs</b>	<b>Performance fees</b>	1.08%	The impact of the variable performance fee payable to the Manager equal to a maximum 16% of any gains attributable to the Company's fee paying shares, subject to certain reductions and offsets.
	<b>Carried interests</b>	N/A	No carried interest is payable.

## HOW LONG SHOULD I HOLD IT AND CAN I TAKE MONEY OUT EARLY?

This product has no required minimum holding period. It is designed for long term investment with investors being able to sell their investment at will on Euronext Amsterdam or the London Stock Exchange. The recommended holding period in this document is for illustrative purposes only. The Company may, but is under no obligation to, repurchase ordinary shares and you should expect that the primary means of disposing of ordinary shares will be by sales on the secondary market. You may sell your shares in the Company on any day which is a dealing day on Euronext Amsterdam or the London Stock Exchange. No fees or penalties are payable to the Company or the PRIIPs manufacturer on sale of your investment but you may be required to pay fees or commissions to any person arranging the sale on your behalf.

The price at which you dispose of ordinary shares will depend on the prevailing secondary market price, which may, or may not, reflect the prevailing net asset value per ordinary share. The ordinary shares have historically traded at a discount to the Company's net asset value and may continue to trade at such a discount. Typically, at any given time on any given day, the price at which an ordinary share can be bought will be higher than the price at which an ordinary share can be sold.

## HOW CAN I COMPLAIN?

If you have any complaints about the product or conduct of the product manufacturer, you may lodge your complaint on the Company's website at [www.pershingsquareholdings.com](http://www.pershingsquareholdings.com) or with the Company's Administrator, Elysium Fund Management Limited at P.O. Box 650, 1st Floor, Royal Chambers, St. Julian's Avenue, St. Peter Port, Guernsey, GY1 3JX Channel Islands or on +44 (0)1481 810 100. You do not have the right to complain to the UK Financial Ombudsman Service (FOS) about the management of the Company. If you have a complaint about a person who is advising on, or selling, the product you should pursue that complaint with the relevant person in the first instance.

## OTHER RELEVANT INFORMATION

Further documentation, including the Company's annual and semi-annual reports and regulatory disclosures, is available on the Company's website at <http://www.pershingsquareholdings.com>. This documentation is made available in accordance with the Listing Rules and the Disclosure Guidance and Transparency Rules of the United Kingdom Listing Authority, The Dutch Act implementing the Revised European Transparency Directive (2013/50/EU) and the Alternative Investment Fund Managers Directive (2011/61/EU). The cost, performance and risk calculations included in this KID follow the methodology prescribed by EU rules.