



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 of Product	Ordinary shares of nominal value in Blue Star Capital PLC ("the Company ")
Name of PRIIP manufacturer	Blue Star Capital PLC The Company is self managed by the Board of the Company
ISIN	GB00B02SSZ25
Website for PRIIP manufacturer	www.bluestarcapital.co.uk
Call telephone number for more information	+44 (0)20 8432 2257
Competent Authority of the PRIIP Manufacturer in relation to the KID	The Financial Conduct Authority (FCA)
Date of production of the KID	18 th December 2019.

You are about to purchase a product which is not simple and may be difficult to understand.

What is this product?

Type: Ordinary shares in a public company incorporated in England and Wales with an unlimited life under the Companies Act 2006. Shares in the Company are listed on the AIM market of the London Stock Exchange. The company is an Investing Company in accordance with the AIM Rules for Companies.

Save for payments of dividends or other returns (e.g. on a winding up), the Company is not expecting to pay you. You are expected to generate returns through selling your shares through a bank or stockbroker. Shares of the Company are bought and sold via markets. The price at which you can sell your shares will vary

Objectives:

depending on market conditions and will not necessarily reflect the net asset value of the Company.

The Company is an investing company with a focus on new technologies, particularly in the areas of technology, media and gaming. The main objective of the Company is to achieve significant long-term capital appreciation for investors by investing in businesses that have the capacity for substantial growth in value. The Company can take positions in investee companies by way of equity, debt, convertible or hybrid instruments.

Intended retail investor

The ordinary shares are intended for retail investors and private clients who understand and are capable of evaluating the risks and merits of an investment in the Company and who have sufficient resources to be able to bear any losses, which may be equal to the whole amount invested, resulting from an investment in the Company. The Company does not recommend a specific time period for holding the shares.

Further Information

A holding period of 3 years has been used in preparing this KID. This is not a recommendation that you hold the shares for strictly 3 year. There is no maturity date.

Shares of the Company are bought and sold via markets. Typically, at any given time on any given day, the price you pay for a share will be higher than the price at which you could sell it. If you have any queries regarding share issue costs then you should contact the relevant intermediary companies acting as brokers when buying and selling shares.

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

Risk indicator

Description of the risk-reward profile

1	2	3	4	5	6	7
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Lower risk ◀ ▶ Higher risk

This risk indicator assumes you keep the product for 3 years. You may not be able to sell your product easily or you may have to sell at a price that significantly impacts on how much you get back.

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 the Company's investments under-perform. 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 our capacity to pay you or to achieve capital appreciation. This product does not include any protection from future market performance so you could lose some or all of your investment.

Performance scenarios

Investment £1,000 Scenarios		3 years Recommended holding period
Stress scenario	What you might get back after costs (£)	650
	Average return each year (%)	-13.4
Unfavourable scenario	What you might get back after costs (£)	800
	Average return each year (%)	-7.1
Moderate Scenario	What you might get back after costs (£)	1100
	Average return each year (%)	+3.3
Favourable Scenario	What you might get back after costs (£)	1350
	Average return each year (%)	+10.5

This table shows the money you could get back over the next 3 years, under different scenarios, assuming you invest £1,000.

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 of 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, and it does not take into account the situation where we are not able to pay you. The figures shown take into account all the costs of the product itself but may not include all the costs that you pay your adviser or stockbroker. 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?

A shareholder of the Company may sell its share in the Company at any 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, on-going and incidental costs.

The amounts shown here are the cumulative costs of the product itself, for a 3 year holding period. The figures assume you invest £1,000. The figures are estimates and may change in the future.

The Company is required by law to include the information below without any changes. That law was drafted for investment products which pay returns directly to investors, not those for which a return may be delivered by the investor selling shares on a market. The costs shown below, all of which are borne by the Company have no direct impact on the share price performance of the Company's shares.

If you chose to sell your shares on the market, you would pay your bank's or stockbroker's dealing charges and be selling at the then available market price offer. That is likely to be lower than the bid price at which other investors could buy shares at that time. Prices quoted for shares in the middle are typically the mid-price, being half way between the offer price and the bid price.

Costs over time	Scenarios	If you cash in after 3 years
	Total costs	£50
	Impact on return (RIY) per year	6.00%

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

Recommended holding period 3 years

There is no required minimum holding period but it is designed for long term investment. The recommended holding period is expected to be at least 3 years for shares in the Company. You may sell your shares, without penalty, on any business day in the market. The price you will receive will depend on the market in the shares at that time.

How can I complain?

Should you have a complaint, you can contact the Company by email, telephone or post.
Email: info@bluestarcapital.co.uk.

Telephone: +44 (0)20 8432 2257.

Post: Griffin House, 135 High Street, Crawley, West Sussex, RH10 1DQ.

For complaints in relation to 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

We are required to provide you with further documentation, such as the product's latest prospectus/admission document, annual and semi-annual reports. These documents are available online at: www.bluestarcapital.co.uk

The past performance of the Company is not a guide to future performance. The price of the Company's shares can go down as well as up.

