

Dear VIM (Very Important Member),

I'm writing to inform you of recent activities that will improve your experience as a Cruelty Free Super member.

As an ethical super fund, our mission is to dismantle the structures that believe inflicting cruelty is necessary for profit, and prove that a world without cruelty to animals and people can be profitable. We do this by inviting our community - that's people like you - to free their superannuation from the structures that inflict cruelty and invest in a more just and compassionate world.

We believe we offer the strongest ethical screens in the market, meaning we screen out investment in harmful industries like those that profit from the unethical treatment of animals, people, and the planet.

We've been working hard the last few months to take our mission to a new level. I'm excited to update you on these activities and what it means for you. In short, it's the same passion-lead fund with the same strong ethical screens, and now an improved member experience and lower fees.

Same passion-lead fund with the strongest ethical screens

Our ethical screens that avoid investment in harmful industries have always been at the heart of what we do.

In line with our ethos of transparency, we have begun publishing our [full investment universe and portfolio](#) on our website, and will update this as our holdings change.

Our member's values drive our ethical mandate so we will always give due consideration to your questions about our screening process or holdings. Please don't hesitate to reach out.

Lower fees - making ethical investing an easier decision

Thanks to a committed community of members, Cruelty Free Super has been growing much more quickly in recent months and we've got more members and funds under management than ever before.

Thanks to this growth, we've been able to successfully reduce some of the fixed costs required to run and operate the fund. We believe that when we make significant savings, this should go back into our members' pockets.

So, we are very excited to introduce the fund's first fee reduction. Lower fees make ethical investing an easier decision.



In summary, the investment and administration fee will be reduced from 2.0% a to 1.89% from 1 May 2018. Plus, we've removed the \$100 exit fee for members who decide to leave the fund. Here's a brief overview of the changes:

What hasn't changed:

- No switching fees
- No advice fees
- No indirect costs

What has changed:

- Total investment & admin fee down from 2.0% to 1.89%
- Removed \$100 exit fee
- The structure of the fees has changed

See our [full breakdown of the changes](#). The total fees will be disclosed in our updated [Product Disclosure Statement](#) (due to be published on 1 May).

What's next

You might have noticed some changes over the last few months. We have refreshed our brand and launched a new website. We've also launched an improved join process, making it even easier for new members to move their super to a fund that aligns with their ethics.

You will notice some more changes to the fund over the coming months, too. In the coming weeks we'll be launching a new member portal, where you can have greater oversight of your account with us, and the impact you're having by being with Cruelty Free Super.

These updates reflect our refreshed approach to ethical super. By delivering a simple yet powerful message we can reach and inspire even more values-aligned members.

Help us grow the movement

Over the last 8 years over 1000 like-minded people have switched to Cruelty Free Super to have their money invested in a kinder way. Now, we want to take this growth to the next level. With your help we can grow this community to 10,000+ members.

We invite you to join our new "[Cruelty Free Super Heroes](#)" **Facebook group**, where you can see exactly how to help share the word and participate in the growth of this movement - together we can shift vast amounts of money out of companies doing harm and send a clear message to industry that hurting animals in the name of profit is not supported by Australian investors.

Want to know more?

Our friendly team is always here to help. If you have any questions about these changes, please don't hesitate to get in touch with our fantastic Member Advocacy team. You can reach us on **1300 022 762** or hello@crueltyfreesuper.com.au.

Sincerely

Noelle Greenwood

General Manager, Cruelty Free Super