

About Simplicity

Simplicity AB is an independent Swedish asset management company founded in 2001. The firm launched its first investment fund in 2002. Since 2004, Simplicity has been headquartered in Varberg, Sweden, and today also maintains offices in Stockholm, Gothenburg and Palma.

The company is partner- and family-owned and focuses on active management across Nordic equity and fixed income strategies. Simplicity's investment philosophy is characterised by risk awareness, long-term thinking, transparency and sustainability. Responsible investing is integrated into the investment process across the firm's strategies.

As of 31 December 2025, Simplicity manages approximately SEK 40 billion (EUR 3.7 billion).

Funds in DACH

- **Simplicity Företagsobligationer** – Nordic Corporate Bond Strategy
- **Simplicity High Yield** – Nordic High Yield Bond Strategy
- **Simplicity Norden** – Nordic Equity Strategy

Investment Team – Key Personnel

- **Ulf Ingemarson, CEO | COO Equity Fund Management**
Founded the fund company. Has 30 years of experience in stock trading and product development of investment models. Responsible manager of the equity funds.
- **Henrik Tingstorp, VP | COO Fixed Income Fund Management**
Started at Simplicity in 2005. Responsible manager for the bond funds.
- **Fabian Dahl, Fund Manager – Fixed Income**
Started at Simplicity in 2015. Previously worked at Sixth AP Fund and Handelsbanken. Responsible for Portfolio Management.
- **Magnus Thyni, Fund Manager – Fixed Income**
Started at Simplicity in 2018. Has been working in the finance industry since 2006 and most recently comes from Oppenheimer & Co. in London.

Awards & recognitions

Simplicity and its investment strategies have received a number of industry awards and recognitions, including:

- 2019: Simplicity Norden was named winner in the Best Fund Nordic Equity category at the Morningstar Fund Awards.
- 2025: Simplicity Företagsobligationer was named Best Fund in the Bond SEK 3 Years and Bond SEK 5 Years categories at the LSEG Lipper Fund Awards.
- 2025: Equity manager Anton Kristiansson was ranked as an elite investor by Citywire, a status awarded to the top 3% of Citywire's database of over 10,000 fund managers worldwide.
- 2026: Simplicity Företagsobligationer was named Best Fund in the Nordic Bond SEK 3 Years category at the LSEG Lipper Fund Awards.
- 2026: Simplicity was awarded the Nordic Group Award 2026, Bond (Small Firm) at the LSEG Lipper Fund Awards.

Press Contact DACH

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