

AmFunds Management Berhad 198601005272 (154432-A)

AmDynamic Allocator (the "Fund")

RESPONSIBILITY STATEMENT

This Product Highlights Sheet has been reviewed and approved by the directors of AmFunds Management Berhad and they have collectively and individually accepted full responsibility for the accuracy of the information. Having made all reasonable enquiries, they confirm to the best of their knowledge and belief, that there are no false or misleading statements or omissions of other facts which would make any statement in this Product Highlights Sheet false or misleading.

STATEMENT OF DISCLAIMER

The Securities Commission Malaysia has authorised the issuance of the Fund and a copy of this Product Highlights Sheet has been lodged with the Securities Commission Malaysia.

The authorisation of the Fund and lodgement of this Product Highlights Sheet should not be taken to indicate that the Securities Commission Malaysia recommends the Fund or assumes responsibility for the correctness of any statement made or opinion or report expressed in this Product Highlights Sheet.

The Securities Commission Malaysia is not liable for any non-disclosure on the part of AmFunds Management Berhad, the management company responsible for the Fund and takes no responsibility for the contents of this Product Highlights Sheet. The Securities Commission Malaysia makes no representation on the accuracy or completeness of this Product Highlights Sheet, and expressly disclaims any liability whatsoever arising from, or in reliance upon, the whole or any part of its contents.

INVESTORS SHOULD RELY ON THEIR OWN EVALUATION TO ASSESS THE MERITS AND RISKS OF THE INVESTMENT. IF INVESTORS ARE UNABLE TO MAKE THEIR OWN EVALUATION, THEY ARE ADVISED TO CONSULT PROFESSIONAL ADVISERS.

PERSONAL DATA

As part of our day to day business, we collect your personal information when you apply to open an account with us, subscribe to any of our products or services or communicate with us. In return, we may use this information to provide you with our products or services, maintain our records or send you relevant information. We may use your personal information which includes information on any transactions conducted with us, for one or more of the following purposes, whether in Malaysia or otherwise:

- a. Assess your eligibility or suitability for our products which you had applied for and to verify your identity or financial standing through credit reference checks;
- b. To notify you of more and up-to-date information such as improvements and new features to the existing products and services,
- development of new products, services and promotions which may be of interest to you;
- c. Manage and maintain your account(s) through regular updates, consolidation and improving the accuracy of our records. In this manner we can respond to your enquiries, complaints and to generally resolve disputes quickly so that we can improve our business and your relationship with us;
- d. Conduct research for analytical purposes, data mining and analyse your transactions / use of products and services to better understand your current financial / investment position and future needs. We will also produce data, reports and statistics from time to time, however such information will be aggregated so that your identity will remain confidential;
- e. Comply with the requirements of any law and regulations binding on us such as conducting anti-money laundering checks, crime detection / prevention, prosecution, protection and security;
- f. Enforcement of our rights to recover any debt owing to us including transferring or assigning our rights, interests and obligations under any of your agreement with us;
- g. In the normal course of general business planning, oversight functions, strategy formulation and decision making within AmBank Group;
- h. To administer and develop the Manager's and/or the Manager's associated companies within the AmBank Group business relationship with you:
- i. Outsourcing of business and back-room operations within AmBank Group and/or other service providers; and
- j. Any other purpose(s) that is required or permitted by any law, regulations, standards, guidelines and/or relevant regulatory authorities including with the trustee of the Fund.

Investors are advised to read our latest or updated Privacy Notice (notice provided as required under the Personal Data Protection Act 2010) available on our website at www.aminvest.com. Our Privacy Notice may be revised from time to time and if there is or are any revision(s), it will be posted on our website and/or other means of communication deemed suitable by us. However, any revision(s) will be in compliance with the Personal Data Protection Act 2010.

This Product Highlights Sheet only highlights the key features and risks of the Fund. Investors are advised to request, read and understand the prospectus which includes any supplementary or replacement prospectus of the Fund ("Prospectus") before deciding to invest.

PRODUCT HIGHLIGHTS SHEET

This Product Highlights Sheet is an important document:

- It is a summary of the salient information about the Fund.
- You MUST NOT invest in the Fund based on this Product Highlights Sheet alone. Please read the Prospectus before deciding to make an investment. If you do not have a copy, please contact us to ask for one.
- You should not invest in the Fund if you do not understand it or are not comfortable with the accompanying risks.

What is the Fund about?

AmDynamic Allocator is a mixed assets fund-of-funds issued by AmFunds Management Berhad (the "Manager") that aims to achieve capital growth over the medium to long-term** and at the same time provide income* by investing primarily in collective investment schemes ("CIS").

Who is the Fund suitable for?

The Fund is suitable for investors:

- seeking potential capital growth with yearly income*;
- with medium to long-term** investment horizon; and
- seeking to invest in a fund that potentially gives higher return than fixed deposit rates.

Notes:

* Income distribution (if any) could be in the form of units or cash.

** Medium to long-term refers to a period of at least three (3) years.

What am I investing in?

Fund Category	Fund-of-funds (Mixed assets).		
Fund Type	Growth and income.		
Investment Objective	The Fund aims to achieve capital growth over the medium to long-term and at the same time provide income* by investing primarily in CIS.		
	Notes:		
	Any material change to the investment objective of the Fund would require unit holders' approval. * The income could be in the form of units or cash.		
Investment Strategy	The Fund will be managed with the aim of achieving positive investment returns over the medium to long-term regardless of market conditions. To achieve the investment objective, the Manager applies a strategy that seeks to generate returns through investments in CIS, which has exposure to various asset classes including but not limited to equity, fixed income securities and money market instruments.		
	In selecting the asset classes for the Fund, the Manager will adopt an active asset allocation process. The Manager will first review the macroeconomic trends in the global and local markets. Under general market conditions, the Fund's investment will be tilted towards equities. When the Manager believes that the equity markets are overvalued, experiencing excessive volatility or expected prolonged declines, the Fund may invest a substantial portion of its assets in fixed income securities and/or money market CIS to achieve the Fund's investment objective in bearish or nonperforming equity markets.		
	Once the asset allocation has been decided, the Manager will then select CIS to fit the asset classes. In evaluating the suitability of a CIS for investment, the Manager will, amongst other factors, review the track record, investment objective, investment policies and strategies, fund performance, income distribution policy and cost factors of the CIS. The Manager will review the asset allocation of the Fund at least on a monthly basis. The Fund may invest in CIS that are managed by the Manager or other CIS such as exchange-traded funds listed and/or traded in the global eligible markets. Should the Fund invest in CIS managed by the Manager, there will be no crossholding between the Fund and CIS.		
	The Fund will maintain a maximum of 15% of the Fund's net asset value ("NAV") in liquid assets for liquidity purposes.		
	The Fund is actively managed. However, the frequency of its trading strategy will depend on investment opportunities.		
Asset Allocation	 A minimum of 85% of the Fund's NAV will be invested in equity, fixed income and/or money market CIS; and A maximum of 15% of the Fund's NAV will be invested in liquid assets i.e. deposits and money markets instruments. 		
Base Currency	Ringgit Malaysia (RM).		
Performance Benchmark	AmBank (M) Berhad 12-months fixed deposit rate (source: www.ambankgroup.com) + 3.00% per annum. The performance benchmark is decided based on our back-testing, which calculates how the investment strategies of the Fund would have performed (as if it had actually been applied in the past) by applying the		

	historical performance of the CIS.*
	The risk profile of the Fund is higher than the risk profile of the performance benchmark.
	The performance benchmark is only a measurement of the Fund's performance and there is no guarantee it will be achieved. The Fund may not achieve the benchmark in any particular year but it is expected to outperform the performance benchmark over the medium to long-term.
	Note: * Past performance is no indication of future performance of the Fund.
Launch Date	23 April 2012
Distribution Policy	Subject to availability of income, distribution is paid once a year.
	At the Manager's discretion, the Fund may distribute from its gain, income and capital. The rationale for distribution out of capital is to allow the Fund the ability to (i) distribute income on a regular basis in accordance with the distribution policy of the Fund or (ii) increase the amount of distributable income to the unit holders, after taking into consideration the risk of distributing out of capital.
	Distribution out of the Fund's capital has the effect of lowering the NAV of the Fund, may reduce part of the unit holders' original investment and may also result in reduced future returns to unit holders. When a substantial amount of the original investment is being returned to the unit holders, it has a risk of eroding the capital of the Fund and may, over time, cause the NAV of the Fund to fall. The greater the risk of capital erosion that exists, the greater the likelihood that, due to capital erosion, the value of future returns would also be diminished.

Who am I investing with?

Manager	: AmFunds Management Berhad ("AFM")
Trustee	: Deutsche Trustees Malaysia Berhad
Trustee's Delegate (Custodian)	: Deutsche Bank (Malaysia) Berhad
Taxation Advisor	: Deloitte Tax Services Sdn Bhd
Auditor	: Ernst & Young PLT

All transactions with related parties are to be executed on terms which are best available to the Fund and which are not less favourable to the Fund than an arm's length transaction between independent parties. The Fund may have dealings with parties related to the Manager. The related parties defined are AmIslamic Funds Management Sdn Bhd, AmInvestment Bank Berhad, AmInvestment Group Berhad, AmBank (M) Berhad and AmBank Islamic Berhad. The directors of AFM may have direct or indirect interest through their directorships in parties related to AFM.

The Manager may conduct cross trades between funds and private mandates it is currently managing provided that all criteria imposed by the regulators are met. Notwithstanding the above, cross trades between the personal account of an employee of the Manager and the Fund's account and between the Manager's proprietary trading accounts and the Fund's account are strictly prohibited. The execution of cross trade will be reported to the person(s) or members of a committee undertaking the oversight function of the Fund and disclosed in the Fund's report accordingly.

What are the possible outcomes of my investment?

Best Case	Capital appreciation and income distribution.	
Mid Case	No significant change in investment i.e. no capital appreciation and no income distribution.	
Worst Case	Capital loss and with no income distribution.	

What are the key risks associated with the Fund?

General risks associated with investing in a unit trust fund

Market Risk	Market risk refers to the possibility that an investment will lose value because of a general decline in financial markets, due to economic, political and/or other factors resulting in a decline in a fund's NAV.	
Inflation Risk	This is the risk that investors' investment in a fund may not grow or generate income at a rate that keeps pace with inflation.	
Manager's Risk	This risk refers to the day-to-day management of a fund by the manager which will impact the performance of a fund.	
Non-Compliance Risk	This is the risk of the manager, the investment manager or the trustee not complying with their respective internal policies, the deed and its supplemental deeds, securities law or guidelines issued by the regulators relevant to each party, which may adversely affect the performance of a fund.	
Loan Financing Risk	This risk occurs when investors take a loan / financing to finance their investment. The inherent risk of investing with borrowed money includes investors being unable to service the loan repayments.	
Country Risk	Investments of a fund in any countries may be affected by changes in the economic and political climate, restriction on currency repatriation or other developments in the law or regulations of the countries in which a fund invests in.	
Suspension Risk	Refers to situation where the Manager suspends dealings of units in a fund (no redemption or subscription are allowed) under exceptional circumstances as set out in the Prospectus - Temporary suspension of determination of NAV and of the issue, switching and redemption of units. Suspension of a fund may potentially result in unit holders not being able to redeem their units into cash based on their liquidity needs and their investments will continue to be subject to the risk factors inherent in the Fund.	

Specific risks associated with the Fund

Currency Risk	As the investments of the Fund may be denominated in currencies other than the base currency, any fluctuation in the exchange rate between the base currency and the currencies in which the investments are denominated may have an impact on the value of these investments.	
Income Distribution Risk	It should be noted that the distribution of income is not guaranteed.	
Liquidity Risk	Liquidity risk refers to the ease of liquidating an asset depending on the asset's volume traded in the market. If the Fund holds assets that are illiquid, or are difficult to dispose of, the value of the Fund will be negatively affected when it has to sell such assets at unfavourable prices.	

Specific risks faced by the CIS

Credit and Default Risk	This is the risk of issuers of fixed income instruments defaulting on their payment obligations (i.e. principal and/or coupon / profit obligation) which in turn would adversely affect the NAV of the CIS.	
Interest Rate Risk	This is the risk of an increase in interest rates causing the value of fixed income instruments held by the CIS to generally decline.	
Liquidity Risk	The CIS holding investments that are illiquid or difficult to dispose of would be exposed to liquidity risk, which in this context refers to the inability of the CIS to take advantage of potentially better pricing that would be available if there were more buyers and the securities are more actively traded in the market.	
Currency Risk	As the base currency of the CIS (e.g. USD) may be different from the base currency of the Fund (e.g. RM), any fluctuation in the exchange rate between RM and USD may have an impact on the value of these investments. You should be aware that if USD depreciate against RM, this will have an adverse effect on the NAV of the Fund and vice versa. Investors should note that any gains or losses arising from the fluctuation in the exchange rate may further increase or decrease the returns of the investment.	
Stock Specific Risk	This is the risk of prices of securities falling due to circumstances affecting individual companies.	
Counterparty Credit Risk	Counterparty credit risk is the risk arising from the possibility that the counterparty may default or not able to fulfill a trade settlement prior or on the settlement date of the trade. This could adversely affect the value of the Fund.	

Note: The abovementioned risks which investors should consider before investing into the Fund should not be considered to be an exhaustive list. Investors should be aware that investments in the Fund may be exposed to other unforeseeable risks from time to time. Investors are advised to consult their professional adviser. Please refer to the Prospectus under "Risk Factors" for further details on risks.

Please note that if you invest in units through a distributor via a nominee system of ownership, you will not be deemed a unit holder under the deed of the Fund.

What are the fees and charges involved?

There are fees and charges involved and you are advised to consider them before investing in the Fund.

What will I be charged by AFM?

Entry Charge	For lump sum investment Up to 6.00% of the NAV per unit of the Fund.	
	For regular savings plan Up to 3.00% of the NAV per unit of the Fund.	
	Notes: The entry charge is to be charged upon investment in the Fund. There will be no entry charge for all staff from AmBank Group. Investors are advised that they may negotiate for lower entry charge prior to the conclusion of the sales. Investment under the Employees Provident Fund – Members Investment Scheme ("EPF-MIS") will be levied an entry charge of up to 3.00% of the NAV per unit.	
Exit Penalty	There is no exit penalty for this Fund.	
Transfer Fee	Nil.	
Bank Charges/Fees	Bank charges or fees are incurred only upon withdrawals.	
Switching Fee	For switches between any of the funds managed by AFM, investors will be charged on the differences of entry charge between funds switched, which is up to a maximum of 6% of NAV per unit of the fund switched into. No entry charge will be imposed if the fund to be switched into has a lower entry charge. However, the Manager has the discretion to waive or reduce the switching fee.	
	Switching may also be subject to an exit penalty should the fund switched out impose an exit penalty.	

What are the key ongoing fees charged to the Fund?

Annual Management Fee	Up to 1.50% per annum of the NAV of the Fund.	
Annual Trustee Fee	Up to 0.08% per annum of the NAV of the Fund, subject to a minimum fee of RM10,000 per annum.	

Note: Unless stated otherwise, all fees, charges and/or expenses disclosed in this Product Highlights Sheet are exclusive by way of example and not limitation; goods and services tax, value added tax, consumption tax, levies, duties and other taxes as may be imposed by the Government of Malaysia from time to time (collectively known as "Taxes"). If these fees, charges and/or expenses are subject to any Taxes, such Taxes shall be borne and payable by the unit holders and/or the Fund (as the case may be) at the prevailing rate, including any increase or decrease to the rate, in addition to the fees, charges and/or expenses stated herein.

You are advised to consider the fees and charges involved before investing in the Fund. Unit prices and distributions, if any, may go down as well as up.

Investors may refer to the Manager's website at www.aminvest.com, for the actual annual management fee and annual trustee fee of the Fund.

How will I be notified of any increase in fees and charges?

- A written communication will be sent to unit holders to notify of the higher rate and its effective date; and
- A supplementary or replacement prospectus will be registered and issued.

How often are valuations available?

We publish updated information on our website **www.aminvest.com**; and the NAV per unit of the Fund is sent to the Federation of Investment Managers Malaysia ("FIMM") in order for it to be published in major newspapers on a daily basis.

How can I invest in or exit from this investment?

How can I invest in this investment?

Investors may submit applications to the Manager on any Business Day with complete documentation subject to the minimum initial investment amount and minimum additional investment amount (or such amount as the Manager may from time to time decide).

Minimum Initial Investment	For lump sum investment	RM1,000	
	For regular savings plan	RM100	
Minimum Additional	For lump sum investment	RM500	
Investment	For regular savings plan	RM100	
Submission of Application	Monday to Friday (except public holiday).		
Cut-off Time	If an application with cleared payments and complete documentation is accepted by us or our appointed distributors before 4.00 p.m. on a Business Day, it will be processed at the closing NAV per unit calculated at the end of the same Business Day.		
	 If an application with cleared payments and complete documentation is accepted by us or our appointed distributors after 4.00 p.m. on a Business Day, it will be processed at the closing NAV per unit calculated at the next Business Day. 		
	Notes:		
	 "Business Day" is a day on which the Bursa Malaysia Securities Berhad and/or banks in Kuala Lumpur are open for business. The Manager may declare certain Business Day to be a non-Business Day although banks in Kuala Lumpur are open, if the market in which the Fund is invested is closed for business. This information will be communicated to investors via the Manager's website at www.aminvest.com. 		
	The Manager reserves the right to reject any application that is unclear, incomplete and/or not accompanied by the required documents or proof of payment. Incomplete applications will not be processed until all the necessary information has been received.		
	request. You are advised to contact	utors may have different cut-off times in respect of receiving application the relevant distributors to obtain further information and should check cut-off time in respect of receiving application request.	

Note: The Manager reserves the right to change the stipulated amount from time to time. You may request for a lower amount subject to the Manager's discretion to accept.

You should NOT make payment in cash to a unit trust consultant or issue a cheque in the name of a unit trust consultant.

How can I exit from this investment?

Investors may withdraw all or part of their units on any Business Day subject to the minimum withdrawal and to maintain a minimum holding for partial withdrawal (or such units as the Manager may from time to time decide).

Minimum Redemption / Switching	For lump sum investment	1,000 units.
	For regular savings plan	500 units.
Minimum Holding / Balance	For lump sum investment	1,000 units.
	For regular savings plan	500 units.
Submission of Redemption Request	Monday to Friday (except public holiday).	

Access to money	• If a redemption request with complete documentation is accepted by us or our appointed distributors before 4.00 p.m. on a Business Day, it will be processed at the end of day NAV per unit of the Fund of the same Business Day.
	 If a redemption request with complete documentation is accepted by us or our appointed distributors after 4.00 p.m. on a non-Business Day, it will be processed at the end of day NAV per unit of the Fund of the next Business Day.
	• The redemption proceeds will be paid to investors within seven (7) Business Days of receiving the redemption requests.
	Notes:
	Once the Manager accepts your redemption request, it can only be cancelled at our discretion.
	 The Manager reserves the right to reject any application that is unclear, incomplete and/or not accompanied by the required documents. Incomplete applications will not be processed until all the necessary information has been received.
Cooling-off right	Investors who are investing with the Manager for the first time may exercise their cooling-off right. The cooling- off right, however, shall not extend to a corporation / institution, staff of the Manager and persons registered to deal in unit trust funds of the Manager.
	If you make an investment and later decide that the investment does not suit your needs, you may withdraw your money within the cooling-off period. You should be aware that the cooling-off right is only available on your first investment with the Manager. Subsequent investments will not enjoy this right. The cooling-off right is not available to corporation/institution, staff of the Manager and persons registered with a body approved by the SC to deal in unit trust funds.
	The refund for every unit held by the investor pursuant to his/her exercise of a cooling-off right shall be the sum of:
	 (a) the NAV per unit on the day the units were purchased or the prevailing NAV per unit at the point of exercise of the cooling-off right (whichever is lower); and (b) the entry charge per unit originally imposed on the day the units were purchased.
	Investors shall be refunded within seven (7) Business Days from receipt of the cooling-off application.
Cooling-off Period	The cooling-off period shall be for a total of six (6) Business Days commencing from the date the application for units is received by the Manager.
	Note: Application under EPF-MIS will be subject to Employee Provident Fund's terms and conditions (if any).

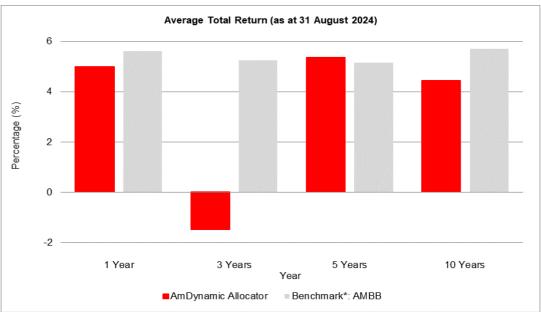
Note: The Manager reserves the right to change the stipulated amount from time to time. You may request for a lower amount subject to the Manager's discretion to accept.

No withdrawals will be paid in cash under any circumstances.

Fund Performance

Average Total Return (as at 31 August 2024)

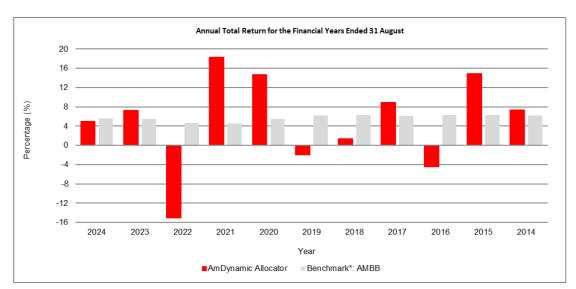
	1 Year	3 Years	5 Years	10 Years
	%	%	%	%
AmDynamic Allocator	4.99	-1.47	5.37	4.43
Benchmark*: AMBB	5.61	5.24	5.15	5.71



* Benchmark – AmBank (M) Berhad 12-months fixed deposit rate + 3.00% per annum ("AMBB") (Available at www.aminvest.com) Source Benchmark Return: AmFunds Management Berhad Source Fund Return: Novagni Analytics and Advisory Sdn. Bhd.

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
	%	%	%	%	%	%	%	%	%	%	%
AmDynamic Allocator	4.99	7.23	-15.02	18.34	14.72	-1.98	1.33	8.86	-4.41	14.89	7.37
Benchmark*: AMBB	5.61	5.45	4.66	4.55	5.50	6.25	6.27	6.15	6.33	6.35	6.18

Annual Total Return for the Financial Years Ended 31 August



* Benchmark – AmBank (M) Berhad 12-months fixed deposit rate + 3.00% per annum ("AMBB") (Available at www.aminvest.com) Source Benchmark Return: AmFunds Management Berhad Source Fund Return: Novagni Analytics and Advisory Sdn. Bhd.

1-Year Fund Performance Review

For the financial year ended 31 August 2024, the Fund registered a return of 4.99%^(a) which is entirely capital growth in nature. Thus, the Fund's return of 4.99%^(a) has underperformed the benchmark's return of 5.61% by 0.62%.

(a) Price based on published price (last business day).

Basis of calculation and assumptions

AmDynamic Allocator's performance is calculated based on the NAV per unit of the Fund. Average total return of the Fund and its benchmark for a period is computed based on the absolute return for that period annualised over one year.

Portfolio Turnover Ratio (PTR)

	Financial Year Ended 31 August 2024	Financial Year Ended 31 August 2023	Financial Year Ended 31 August 2022		
PTR (times)	0.48	0.25	0.18		
Remarks	The increase in the PTR for 2024 and 2023 were due mainly to investing activities.				

Distribution

Financial Year Ended 31 August 2024		Financial Year Ended 31 August 2023	Financial Year Ended 31 August 2022	
Gross distribution (sen per unit)	-	0.42	2.00	
Net distribution (sen per unit)	-	0.35	2.00	

Distribution is in the form of cash and units.

Past performance of the Fund is not an indication of its future performance. Unit prices and investment returns may go down, as well as up

Who should I contact for further information or to lodge a complaint?

1. If you have any complaints, you may direct your complaints to your personal adviser from the distributor or contact our customer service representative at 03-2032 2888. Alternatively, you can e-mail us at enquiries@aminvest.com. If you wish to write to us, please address your letter to:

AmFunds Management Berhad

9th & 10th Floor, Bangunan AmBank Group No. 55, Jalan Raja Chulan 50200 Kuala Lumpur

2. If you are dissatisfied with the outcome of the internal dispute resolution process, please refer your dispute to the Financial Markets Ombudsman Service (FMOS):

(a)	via phone to	:	03-2272 2811
(b)	via letter to	:	Financial Markets Ombudsman Service (FMOS) Level 14 Main Block Menara Takaful Malaysia No 4 Jalan Sultan Sulaiman 50000 Kuala Lumpur

3. You can also direct your complaint to the Securities Commission Malaysia (SC) even if you have initiated a dispute resolution process with FMOS. To make a complaint, please contact the SC's Consumer & Investor Office:

(a)	via phone to the Aduan Hotline at	:	03-6204 8999
(b)	via fax to	:	03-6204 8991
(c)	via e-mail to	:	aduan@seccom.com.my
(d)	via online complaint form available at	:	www.sc.com.my
(e)	via letter to	:	Consumer & Investor Office Securities Commission Malaysia No. 3, Persiaran Bukit Kiara Bukit Kiara 50490 Kuala Lumpur

4. You can also direct your complaint to Federation of Investment Managers Malaysia (FIMM)'s Complaints Bureau: (a) via phone to the Aduan Hotline at : 03-7890 4242

(a)	via priorie to the Addart Fioline at	•	03-7030 4242
(b)	via e-mail to	:	complaints@fimm.com.my
(c)	via online complaint form available at	:	www.fimm.com.my
(d)	via letter to	:	Legal & Regulatory Affairs Federation of Investment Managers Malaysia 19-06-1, 6th Floor, Wisma Capital A No. 19, Lorong Dungun Damansara Heights 50490 Kuala Lumpur