M&G Platform

REFERENCE

GIA

Target Market Statement

For financial professionals only



What is the M&G Platform GIA?

A General Investment Account (GIA) is designed for UK tax-resident advised customers who may wish to hold multiple products in one place. GIA is a savings plan which is subject to tax on any growth.

Customers can:

- Pay in flexibly, without any minimum or maximum limits
- Access money held in a GIA at any time
- Transfer money from a GIA to an Individual Savings Account (ISA) when a customer has an annual subscription, normally when going into a new tax year
- Benefit from our Family Group feature allowing for intergenerational wealth planning and/or family wealth consolidation
- Choose from a wide choice of assets in which to invest and benefit from active investment management, for example, model portfolio management

Distribution Strategy

This product is designed to be accessed via a financial adviser.

Key

Yes	✓
No	✗
Maybe	/



Customer's knowledge and experience

Investor Type	Description	Target Market
Basic	• Basic knowledge of relevant financial products and the features and complexities of this specific product. • Can make an informed investment decision based on the advice/recommendation of a regulated financial adviser, supported by appropriate information and documentation from the product manufacturer. • Basic financial industry experience.	
Informed	• Reasonable knowledge of relevant financial products and the features and complexities of this specific product. • Can make an informed investment decision based on the advice/recommendation of a regulated financial adviser, supported by appropriate information and documentation from the product manufacturer. • Some financial industry experience.	
Advanced	• Good knowledge and experience of relevant financial products and the features and complexities of this specific product. • Significant financial industry experience. • Still subject to advice at the point of sale from a regulated financial adviser.	

Customer's age

Age Group	Description	Target Market
Under 18	A customer must be aged 18 or over to open an M&G Platform GIA and make contributions to it.	
18-40	This age group is within the target market for the M&G Platform GIA.	
41-85	Customers in this age group are likely to be looking for capital growth and/or income, and products that offer the potential for a better investment returns than cash. As such, they are the main target market for the M&G Platform GIA.	
Over 85	This age group is not within the main target market for the M&G Platform GIA as they are less likely to be able to invest for the medium to long term. However, there may be circumstances for when this product is suitable.	

Customer's financial situation

Financial Situation	Description	Target Market
Limited (savings less than £60,000)	Generally unsuitable if the customer has limited savings and is unable to make a fair level of ongoing contributions with the potential to build moderate savings. Due to the M&G Platform minimum charge, savings under £60,000 may not receive fair value.	
	If held with other Accounts as part of a wider portfolio or linked to a family group, it may then be suitable if accompanied by sufficient payments to quickly increase the fund value to over £60,000.	
Good (savings of at least £100,000 and/or good level of ongoing funds to invest)	Suitable, but potential tax implications should be considered.	

Customer's risk tolerance

Risk Tolerance	Description	Target Market
Zero to low	The M&G Platform GIA doesn't offer any assets that guarantee no capital loss, therefore won't be suitable for a customer who isn't able to accept any risk of a fall in capital.	
Low to medium	The M&G Platform GIA offers access to a wide range of investment options and assets. These cover a wide spectrum of risk profiles to suit individual customer's needs.	
Medium		
Medium to high		
Very high	The M&G Platform GIA does not offer access to high risk investments as defined by the FCA, such as peer-to-peer lending, crypto assets etc.	

Customer's needs and objectives

Need/Objective	Description	Target Market
Retail customer	Customer is looking to invest their own money for personal and family investment aims.	✓
Non-individual	Customer can apply to open a non-individual Client Portfolio with a GIA if they are: • a corporate entity registered as a company with Companies House in the UK (a private or public limited company, a limited liability partnership, a partnership or a sole trader); or • the trustee(s) of a trust; or • a UK registered charity	✓
Joint holders	Customer is looking to hold a joint investment account with another individual.	✓
Money access	Customer is looking for ability to access money held in a GIA at any time.	✓
General savings	Customer has fully utilised their ISA subscription for the current tax year.	✓
Family grouping	Customer has, or may have in future, intergenerational wealth planning and/or family wealth consolidation needs.	✓
Charges deduction	Customer is looking to maximise the tax-efficiency of their ISA and/or onshore bond by deducting charges attributable to these accounts from their GIA.	✓
Capital growth and/or income	Customer wants to invest for capital growth and/or income and to have the ability to move money between assets as needed to meet these objectives.	✓
Access to wide choice of assets	Customer is looking to choose from a wide choice of assets in which to invest.	✓
Active investment management and model portfolio rebalancing	Customer is looking to benefit from active investment management, including model portfolio management.	✓
Frequent trading	The financial adviser's recommended investment for the customer may require frequent trading, such as re-balancing of model portfolios, without incurring extra costs. Please note frequent trading **does not** mean intra-day trading.	✓

Need/Objective	Description	Target Market
Online access	Customer is looking to be able to view their investments online and may wish to carry out their own trades (as per mutual agreement with their adviser). Customers who are unable or less able to access the product online and engage digitally, can still use the product with their financial adviser. However, there may be more suitable options for these customers.	
Medium-long term investment horizon (normally over 5 years)	Customer is looking to invest for the medium to long term as part of long-term financial planning.	
Additional needs	M&G Platform is committed to support customers with additional needs. This includes offering communications in braille, audio or large print, using a nominated third party or other contact preferences and other reasonable adjustments for those in vulnerable circumstances. Whilst every effort is made to make the M&G Platform accessible to all customers, it is designed to be used primarily with a financial adviser, and there may be other products which are more suitable for some customers.	

How do customers invest in this product?

Initial Application	Description	Target Market
Execution-only*	The M&G Platform GIA cannot be opened on an execution-only basis.	
Advised	The M&G Platform GIA is available on an advised basis.	
Top-Ups		
Execution-only*	Single and/or regular contribution top-ups and additional transfers-in can be made by customers on an execution-only basis.	
Advised	Single and/or regular contribution top-ups and additional transfers-in can be made on an advised basis.	

*Execution-only covers situations where the customer has a financial adviser but is transacting without advice as per mutual agreement.

Who is the M&G Platform GIA not suitable for?

Customer Characteristics	Description	Target Market
Customer without a financial adviser	The M&G Platform GIA is aimed at advised customers therefore, the product is not suitable for customers without an authorised financial adviser.	
Small portfolios	The product is not designed for smaller value portfolios unless held with other products on the Platform or as part of a Family Group.	
Short-term investment horizon	The product is not suitable for customers looking to invest only for a very short period; typically less than 5 years.	
Large cash holdings	The product is not suitable for customers who plan to hold large proportion of their Account in cash for a prolonged period.	
Risk tolerance	The product is not suitable for customers who have zero risk tolerance or who want to invest in very high-risk investments.	
US persons and EEA residents	A US Person or EEA Resident may not open a Client Portfolio or any Account.	

M&G Platform

Contact us

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Our lines are open 8:30am to 5:30pm Monday to Friday.
Telephone calls may be recorded for training and security purposes.

You will be asked security questions about the account, so please have information to hand. If you are unable to pass security, we will be unable to assist over the phone.

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