

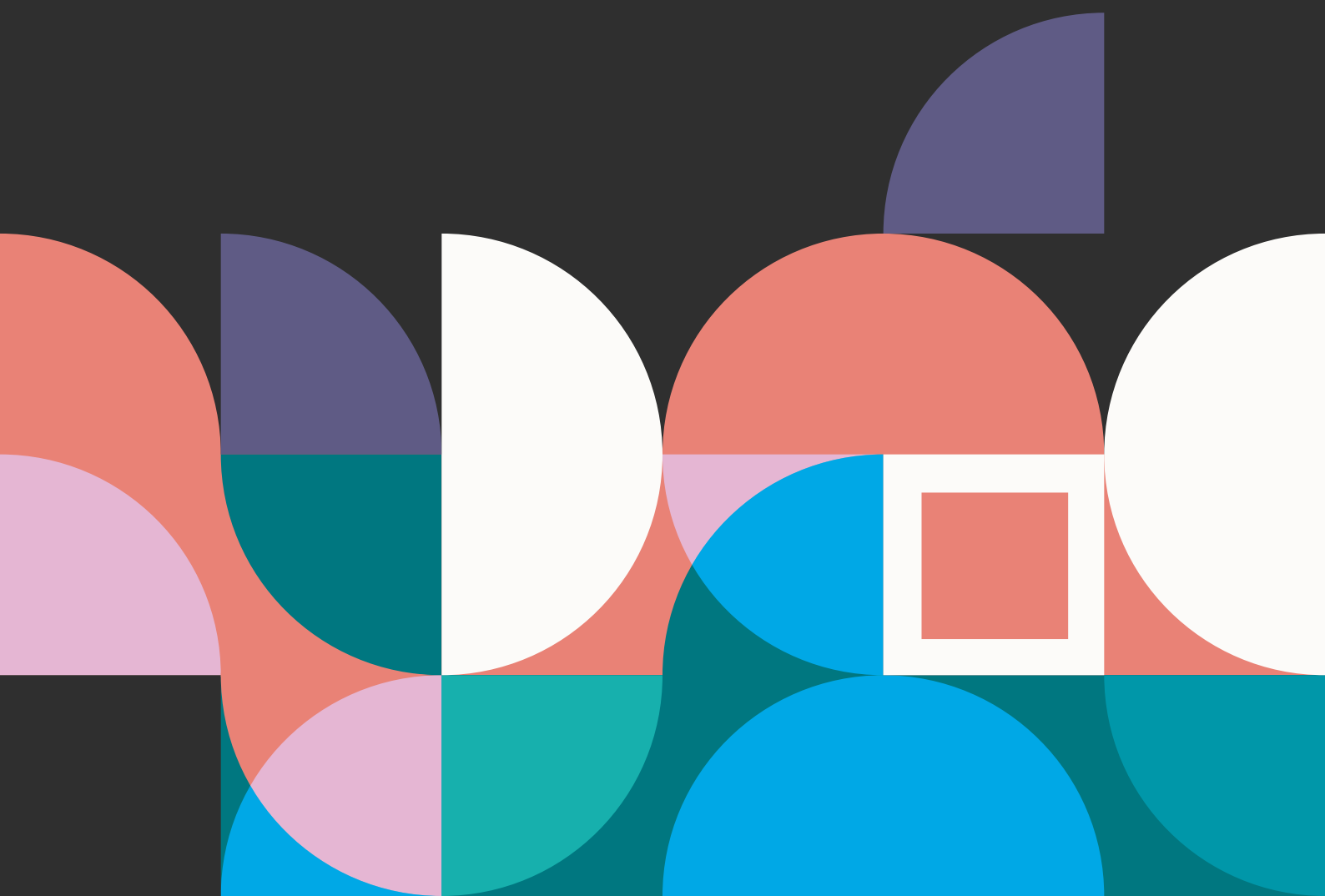


For financial professionals only

M&G Wealth Platform

Junior ISA

Target Market Statement



What is the M&G Wealth Junior ISA?

A Stocks and Shares Junior Individual Savings Account (Junior ISA) is designed for **advised customers** and is only available to an Eligible Child. Where the Eligible Child is:

- (a) under 16 – a person who is 18 or over and has Parental Responsibility for the child can apply to open an account.
- (b) aged 16 or over – either the child or a person who is aged 18 or over with Parental Responsibility for the child can apply to open an account. The person who applies is defined as Customer.

Customers can:

- Pay in as and when they choose, subject to the annual subscription limit for a Junior ISA
- Accumulate tax-efficient savings with no tax to pay when taking money out of a Junior ISA
- Transfer in existing Junior ISAs and/or Child Trust Funds from other providers
- Choose from a wide choice of assets in which to invest and to be able to benefit from active investment management, for example, model portfolio management
- Benefit from the Family Group feature allowing for intergenerational wealth planning and/or family wealth consolidation

Distribution Strategy

This product is designed for retail customers, to be accessed via a financial adviser.



Key:

Yes		No		Maybe	
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Customer's knowledge and experience

Investor Type	Description	Target Market
Basic	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 16	Customers under the age of 16 cannot open a Junior ISA on their own behalf.	
16-17	Customers aged 16 or 17 can open and invest in a Junior ISA. This is a niche scenario and customers in this age group are not the main target market for the M&G Wealth Junior ISA.	
18-85	This age group is the main target market for those with parental responsibilities looking to invest for their children, for capital growth in a tax-efficient plan.	
Over 85	Not in the main target market as less likely to have parental responsibilities for under 16 year olds.	



Customer's financial situation

Financial Situation	Description	Target Market
Limited (savings under £60,000)	Unlikely to be suitable if held outside of a Family Group, due to the typically low value of Junior ISAs deriving from their subscription limit.	
	Suitable if held as part of a wider Family Group totalling over £60,000, to avoid a disproportionate minimum charge.	
Good (savings of at least £60,000 and/or good level of ongoing funds to invest)	Suitable if customer has remaining Junior ISA Allowance and/or existing ISA funds to transfer to the M&G Wealth Junior ISA.	
	Not suitable for new business if customer has no remaining Junior ISA Allowance and/or no existing Junior ISA funds to transfer to the M&G Wealth Junior ISA.	








Customer's risk tolerance

Risk Tolerance	Description	Target Market
Zero to low	The M&G Wealth Junior ISA isn't a Cash ISA and 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 Wealth Junior ISA offers a wide range of risk profiled assets and an option to benefit from a range of active investment management, for example, model portfolio management.	
Medium		
Medium to high		
Very high	The available fund choice for the M&G Wealth Junior ISA does not extend to the highest risk ratings.	







Customer's needs and objectives

Need/Objective	Description	Target Market
General, tax-efficient savings	Customer is looking to build a tax efficient savings pot for their children (or themselves if aged 16 or 17) and has sufficient Junior ISA allowance to contribute to and/or has existing Junior ISA funds to transfer in.	
Family grouping	Customer has, or may have in future, intergenerational wealth planning and/or family wealth consolidation needs.	
Capital growth	Customer wishes to invest for capital growth in a tax-efficient plan.	
Access to wide choice of assets	Customer is looking to choose from a wide choice of assets in which to invest.	
Active investment management	Customer is looking to benefit from active investment management, including model portfolio management.	

Need/Objective	Description	Target Market
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.	
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 financial 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.	
Consolidating wealth	Customer may be looking to consolidate personal and/or family wealth through a range of products.	
Additional needs	M&G Wealth is committed to supporting 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. While every effort is made to make the M&G Wealth 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 Wealth Junior ISA cannot be opened on an execution-only basis.	
Advised	The M&G Wealth Junior ISA 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 Wealth Platform Junior ISA not suitable for?

Customer Characteristics	Description	Target Market
Customer without a financial adviser	The M&G Wealth is aimed at advised customers, therefore, the product is not suitable for customers without an authorised financial adviser.	
Money access	Customer is looking for ability to access money held in Junior ISA at any time.	
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.	
Uninvested wealth	The product is not suitable for customers who plan to hold a large proportion of their wealth uninvested.	
Risk tolerance	The product is not suitable for customers who have zero risk tolerance or who want to invest in very high risk investments.	
Outside of Family Group	Customer wants to hold a Junior ISA in isolation outside of a Family Group on the platform.	
Beneficiary aged 18 years old and over	M&G Wealth Junior ISA cannot be held in the name of an individual of 18 years old or older. A Junior ISA must be converted into an ISA once the beneficiary turns 18.	
US persons and EEA residents	A US Person or EEA Resident may not open a Client Portfolio or any Account.	



Contact us

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Telephone calls may be recorded for training and security purposes.

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