M&G Platform

REFERENCE

Investing through M&G Platform

Target Market Statement

For financial professionals only



What is the M&G Platform?

The M&G Platform is for advised customers. It supports customers with a breadth of products and services to meet their needs as they adapt and change.

Main customer features:

- Simple Pricing – simple and transparent pricing so customers understand exactly what they're paying for
- Access to a wide range of investments
- Access to tax wrappers including ISAs and Self-invested Personal Pensions, as well as General Investment Accounts and more, allowing financial advisers to select investment solutions for their clients
- M&G Platform is owned by M&G plc, a leading international savings and investments business with a long history of helping people and businesses manage, invest and grow their money with confidence.

Distribution Strategy

The M&G Platform is designed for retail customers and is to be accessed via a financial adviser.

Other Target Market Statements

- SIPP
- GIA
- ISA
- JISA

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 Account on the M&G Platform and make contributions to it. • The only exception is the M&G Platform Junior ISA which is available for customers under 18.	
18-75	• This age group will have different needs at different stages of life. This demographic is the main target market for products available through the M&G Platform. • For customers under 40 looking to invest into an ISA, there may be other products which are more appropriate, depending on their specific needs and objectives (e.g. Lifetime ISA).	
Over 75	• This age group may be less likely to invest for the medium to long term; at least 5-10 years. However, there are products available which may be suitable, depending on individual circumstances and needs. • Customers in this age group are firmly in the pensions decumulation stage and as such are a target market for M&G Platform Pension Account. • Customers in this age group are not the main target market for pension new business as contributions must cease at age 75. We will accept transfers in from other pension schemes.	

Customer's financial situation

Financial Situation	Description	Target Market
Constrained (savings under £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 linked to a family group, it may then be suitable if accompanied by sufficient payments to quickly increase the portfolio value to over £60,000.	
Limited (savings between £60,000 and £100,000)	It may be suitable if linked to a family group and/or accompanied by sufficient payments to quickly increase the portfolio value to over £60,000.	
Good (savings over £100,000)	Suitable if the customer has a good level of overall savings and/or has the potential to build a good saving fund.	

Customer's risk tolerance

Risk Tolerance	Description	Target Market
Zero to low	The M&G Platform doesn't offer any funds 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 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 and an option to benefit from a range of active investment tools, for example, model portfolio management.	
Medium		
Medium to high		
Very high	The M&G Platform 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
Family grouping	Customer has, or may in future have, intergenerational wealth planning and/or family wealth consolidation needs.	
Access to different types of account	Customer is looking to use a number of different types of account, like ISAs and SIPP, General Investment Account and more.	
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 that this **does not** include intra-day trading.	
Online access	Customer is looking to view their investments online and may wish to carry out their own trades (in conjunction with their financial adviser). Customers who are unable or less able to access the platform 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 retirement planning and retirement income drawdown.	
Additional needs	M&G Platform 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. 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.	

Who is the M&G Platform not suitable for?

Customer Characteristics	Description	Target Market
Customer without a financial adviser	The M&G Platform is aimed at advised customers, therefore, the Platform is not suitable for customers without an authorised financial adviser.	
Small portfolios	The Platform is not designed for smaller value portfolios unless held with other products on the Platform or as part of a Family Group.	
Simple transactional product	The Platform is not suitable for customers who require a simple, transactional product which they could buy more cheaply through an off-platform solution.	
Short-term investment horizon	The Platform is not suitable for customers looking to invest only for a very short period; typically less than 5 years.	
Large cash holdings	The Platform is not suitable for customers who plan to hold a large proportion of their Account in cash for a prolonged period.	
Risk tolerance	The Platform 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 on the Platform.	

M&G Platform

Contact us

0345 076 6140

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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