M&G Platform

GIA Value Assessment 2026

For financial professionals only

Our approach to assessing fair value considers the product and the platform service that provides access to the product. Where there is another manufacturer, we'll rely on their fair value assessment in respect of their product.

Product and platform assessment

We consider the value that our propositions offer from both a product and platform offering perspective. This allows us to understand both the value offered by the component parts of our proposition as well as the potential outcomes for customers. We also consider the service and benefits that the products provide from an operational and customer outcomes perspective to ensure they provide value for money and meet the customer's reasonable expectations.

No allowance is made for adviser charges that we may facilitate or other services that are paid for from the product, such as discretionary fund management or third party product charges where applicable. We also rely on the investment manufacturer's assessment of value.

As part of our ongoing product management process, we consider the foreseeable harms and poor customer outcomes that could result from the product's design, management or administration. This includes an assessment of the customers and customer groups within the target market, as well as consideration of customers with characteristics of vulnerability and protected characteristics.

Proposition benchmarking

We consider, as part of our regular product lifecycle management process, the position of each proposition in the marketplace. This considers the design and charging structure of the proposition, as well as features and benefits against our peer group from a comparability and competitiveness perspective.

For more detail on the benefits and features of this product please see the below documents:

- GIA Factsheet
- GIA Target Market Statement

M&G Platform General Investment Account

The M&G Platform General Investment Account (GIA) is a savings plan that lets customers pay in flexibly without any limits and access their money at any time. Savings within the GIA are subject to tax on any growth.

As a result of the most recent assessment, **we concluded that the M&G Platform GIA meets our value assessment requirements** and there were no limitations in the product that could reduce its value or benefit to the customers within the target market.

Investment components

The investment options available through the M&G Platform GIA are subject to their own value assessment.

Where we provide access to investments and model portfolios through our product or service, we will rely on the manufacturer's assessment to ensure they are meeting fair value requirements.

Where a manufacturer's value assessment highlights they are not meeting the requirements, and there is no remedial action plan in place, appropriate actions will be taken. For example, we may close the fund or model portfolio to further investments.

Please note we are reliant on the manufacturer undertaking their value assessment in accordance with regulatory expectations. Advisers are expected to consider all parts of the value chain within their own value assessment and should consider if additional oversight is required.

Product charges and costs

Our most recent value assessment considered the charges and costs of the product and its services. This included benchmarking against our peers, considering the features and benefits provided by the product and the platform. The assessment concluded that the charges and costs meet our value assessment requirements.

For more information on product charges and costs please refer to our Pricing and charging web page and Platform Charges and Interest Explained document.

Customer Support and understanding

As part of our ongoing commitment to delivering positive customer outcomes, our customer insight programme is now firmly embedded in our ways of working. We take a journey-led approach to testing, assessing communications in context and reviewing them regularly to ensure they're clear, relevant and easy to understand. This includes specific consideration of customers in vulnerable circumstances.

We use dedicated dashboards to monitor how customers are engaging with our material and to evidence customer understanding as part of our outcome testing. Insights from this monitoring feed into continuous improvements and are reported through our Customer Outcomes Forum and Customer Committee.

Service

Delivering customer value and enhancing the customer experience is at the heart of everything we do. We are committed to removing unreasonable barriers that may cause delays, distress, or inconvenience. Our recent assessment indicates that our approach continues to meet expectations. Where opportunities for improvement are identified, we take appropriate action to enhance customer outcomes.

We continue to improve our key journeys and communications, regularly reviewing them through the lens of Consumer Duty to ensure they remain effective, fair, and responsive to customer needs.

The M&G Platform is provided by Investment Funds Direct Limited, registered in England and Wales No.1610781. Registered office: 10 Fenchurch Avenue, London EC3M 5AG. Authorised and regulated by the Financial Conduct Authority No. 114432. Investment Funds Direct Limited is a subsidiary of M&G plc, incorporated and registered in England and Wales. Registered office: 10 Fenchurch Avenue, London EC3M 5AG. Registered number 11444019. M&G plc is a holding company, some of whose subsidiaries are authorised and regulated, as applicable, by the Prudential Regulation Authority and the Financial Conduct Authority.