

JUNIOR ISA PORTFOLIO

Target market statement

What is this product?

- It's a Junior Stocks & Shares ISA (JISA) provided by Aviva
- It's available on the Aviva Platform via financial advisers
- It offers access to a broad range of investments
- It allows regular contributions to be made directly by or on behalf of children under age 18 via the bank account of the registered contact for the account. The product allows single payments from family members

What client need is met by this product?

- Taking advantage of their child's JISA allowance
- Potential for tax-efficient growth through medium to long-term investments
- Ongoing flexibility to control how and where the money is invested
- Visibility of the product value and performance online at any time
- Retain control of money invested until the child reaches age 18

Who is this product designed for?

This product is designed for clients who:

- Want to invest in a tax-efficient product
- Wish to track performance of their investments at any time
- Want the opportunity to make gains free of income tax and capital gains tax
- Want more investment growth potential than cash or a savings account
- Are comfortable their product value may fall and rise in value over time and may return less than has been paid in
- Want to switch their investments from time to time
- Are looking to build a future investment for the child and are comfortable the child can do with the proceeds as they wish when they reach age 18

Clients must:

- Be aged at least 18 and have parental responsibility for an eligible child. The child must be 17 years of age or younger and meet the criteria specified by HMRC
- Make regular contributions; or make an initial single contribution; or transfer in an existing JISA; or a combination
- Regularly review their investments and the amount of contributions made
- Not exceed the annual JISA allowance

Can this product be bought without advice?

- No, this product is designed to be bought via a financial adviser with the appropriate advice

This product isn't suitable for clients who:

- Want to hold a substantial cash holding, even in the short to medium term
- Want to transfer a child trust fund into a JISA
- Would like to retain control of the money invested after the child has reached age 18
- Need to withdraw money or want any income generated from funds to be paid out

Anything else?

- Clients must be able to make informed investment decisions supported by appropriate information and documentation from a financial adviser and Aviva
- If a client finds themselves in a vulnerable position, Aviva will continue to support and offer the same fair treatment to the client, including using a power of attorney
- If a client no longer uses the services of a financial adviser, the terms of the product and method of ongoing management of the product will change
- Fund investments can be sold, bought and switched without charge
- Shares and other exchange traded investments (ETIs) carry a charge when bought or sold

Client's financial sophistication	Description	Appropriate for target client?
Basic	Very limited understanding of what a Junior Stocks & Shares ISA is	N
Informed	Reasonable understanding of the risks, benefits and requirements of a Junior Stocks & Shares ISA either through experience, information from a financial adviser or based on their own research	Y
Advanced	Good knowledge and understanding of the risks, benefits and requirements of a Junior Stocks & Shares ISA possibly through financial industry experience	Y

Client's financial situation	Description	Appropriate for target client?
Constrained	No funds to invest	N
Limited	Less than six months income in savings and willing to make a financial gift to the child	Y
Good	At least six months income in savings and willing to make a financial gift to the child	Y

Client's risk tolerance	Description	Appropriate for target client?
Zero	Wants a guaranteed return on the investment Isn't prepared to see fluctuations in the value of the Junior Stocks & Shares ISA and isn't prepared to accept that its value may be less than the amount paid in	N
Low	Access to low risk rated funds is available The Junior Stocks & Shares ISA offers access to low risk investment solutions, including adviser and discretionary investment manager model portfolios	Y
Medium	Access to medium risk rated funds is available The Junior Stocks & Shares ISA offers access to low and medium risk investment solutions, including adviser and discretionary investment manager model portfolios	Y
High	Access to high risk rated funds is available The Junior Stocks & Shares ISA offers access to low, medium and high risk investment solutions, including adviser and discretionary investment manager model portfolios, plus the option to invest in a range of equities and exchange traded instruments	Y

Contributions	Description	Appropriate for target client?
Regulars	Regular contributions can be set up and cancelled at any time. These will be paid by direct debit	Y
Single	Single contributions can be paid into the Junior Stocks & Shares ISA	Y
Transfer	Transfers can be made into the Junior Stocks & Shares ISA	Y

Need this in a different format?

Please get in touch with your usual Aviva contact if you would prefer this statement (**LF10284**), in large print, braille or as audio.

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