

Aviva My Money Cash ISA

Target Market Statement

What is this product?

- It's a Cash ISA (Individual Savings Account) provided by Aviva
- It's available to members of My Money schemes where savings products have been made available by their employer
- It offers a variable interest rate

What customer need is met by this product?

- Taking advantage of their ISA allowance
- Management of the product online at a time that suits them
- The ability to withdraw money at anytime
- The ability to hold money as cash

Who is this product designed for?

This product is designed for customers who:

- Want to invest in a tax-efficient product
- Want the opportunity to earn interest free of income tax
- Wish to track their account online at any time
- Are able to open and manage their account online
- Have a low attitude to investment risk
- Are aware that inflation will reduce their capital

Customers must:

- Be aged at least 18
- Be resident in the UK or have earnings from overseas Crown employment subject to UK tax
- Make regular contributions; or make an initial single contribution; or transfer in an existing ISA; or a combination
- Regularly review the amount of income withdrawals or contributions made
- Not exceed the annual ISA allowance

This product isn't suitable for customers who:

- Want a guaranteed return on their investment
- Have reached the overall subscription limit for ISAs in the current tax year
- Want to invest their savings into an investment other than cash
- Want the functionality of a Flexible ISA (ability to replace withdrawals in the tax year to maximise their ISA allowance)
- Are looking for investments that might out perform inflation

Vulnerable customers:

- Any customer could find themselves in vulnerable circumstances at any time. We'll aim to ensure that vulnerable customers invested in this product continue to receive the same fair treatment and outcomes as other customers

Can this product be sold without advice?

- This product is designed to be sold with or without advice

Customer's financial sophistication	Description	Appropriate for target customer?
Basic	Very limited understanding of what a Cash ISA is	Y
Informed	Reasonable understanding of the risks, benefits and requirements of a Cash ISA either through experience or based on their own research	Y
Advanced	Good knowledge and understanding of the risks, benefits and requirements of a Cash ISA possibly through financial industry experience	Y

Customer's financial situation	Description	Appropriate for target customer?
Constrained	No funds to invest	N
Limited	Less than six months' income in savings	Y
Good	At least six months' income in savings	Y

Customer's risk tolerance	Description	Appropriate for target customer?
Zero	Isn't prepared to see fluctuations down and up in the value of the ISA but does accept and inflation risk	Y
Low	The Cash ISA only offers access to cash holdings which is considered to be low risk rated	Y
Medium	The Cash ISA does not offer any medium risk rated funds	N
High	The Cash ISA does not offer any high risk rated funds	N

Contributions	Description	Appropriate for target customer?
Regulars	Regular contributions can be set up and cancelled at any time. These can be paid by personal direct debit, employer payroll deduction or both	Y
Single	Single contributions can be paid into the Cash ISA	Y
Transfer	Transfers can be made into the Cash ISA	Y

