

Aviva My Money Stocks & Shares ISA

Target Market Statement

What is this product?

- It's a Stocks and Shares 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 access to a broad range of investments
- It's a medium to long-term tax-efficient product (five years plus)

What customer need is met by this product?

- Taking advantage of their ISA allowance
- Production of tax-efficient growth or income through medium to long-term investments
- Ongoing flexibility to control how and where their money is invested
- Management of the product online at a time that suits them
- Ability to withdraw money at any time

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 make gains free of income tax and capital gains tax on withdrawals
- Want the investment growth potential of more than a Cash ISA or savings account
- Wish to track performance of their investments at any time
- Are able to open and manage their account online
- Are prepared to invest for the medium to long term, ideally for a minimum of five years
- Are comfortable their product may fall and rise in value over time
- Understand there is a risk they may get back less than invested
- May want to switch their investments from time to time using the online functionality
- Want access to a wide range of investments, including over 900 investment funds and a range of exchange traded assets

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 their investments and 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
- Are looking to invest on a short-term basis, i.e. less than five years
- Want to hold a substantial cash holding, even in the short to medium term (one to five years)
- Want the functionality of a Flexible ISA (ability to replace withdrawals in the tax year to maximise their ISA allowance)

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

Anything else?

- Customers must be able to make informed investment decisions supported by appropriate information and documentation from Aviva. If not comfortable, they should consider seeking advice
- Fund investments can be sold, bought and switched without charge
- Shares and other exchange traded investments (ETIs) carry a charge when bought or sold
- Customers must be prepared to pay a scheme annual management charge (AMC) and investment charges

Customer's financial sophistication	Description	Appropriate for target customer?
Basic	Very limited understanding of what a Stocks & Shares ISA is	N
Informed	Reasonable understanding of the risks, benefits and requirements of a Stocks & Shares ISA either through experience or based on their own research	Y
Advanced	Good knowledge and understanding of the risks, benefits and requirements of a Stocks & Shares 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	Wants a guaranteed return on the investment Isn't prepared to see fluctuations down and up in the value of the Stocks & Shares ISA	N
Low	Access to low risk rated funds is available The Stocks & Shares ISA offers access to low risk investment solutions	Y
Medium	Access to medium risk rated funds is available The Stocks & Shares ISA offers access to medium risk investment solutions	Y
High	Access to high risk rated funds is available The Stocks & Shares ISA offers access to high risk investment solutions, plus the option to self select from a large range of funds and equities and exchange traded instruments	Y

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 Stocks & Shares ISA	Y
Transfer	Transfers can be made into the Stocks & Shares ISA	Y

