

# Aviva My Money Investment Account

## Target Market Statement

### What is this product?

- It's a general investment plan 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 investment (five years plus)

### What customer need is met by this product?

- Production of 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 and may have used up their ISA allowance and/or are looking for an alternative to pension saving
- Wish to track performance of their investments at any time
- Want the investment growth potential of more than a savings account
- 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 value 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 a British citizen and resident in the UK or have earnings from overseas Crown employment subject to UK tax
- Complete the application form and declarations
- Make regular contributions; or make an initial single contribution; or transfer in an existing Investment Account; or a combination
- Regularly review their investments and the amount of income withdrawals or contributions made

## This product isn't suitable for customers who:

- Want a guarantee 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)
- Are non-UK residents when applying

## 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?

- The customer may have to pay some income tax and/or capital gains tax on any returns or income received from the product
- 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?
<b>Basic</b>	Very limited understanding of what an Investment Account is	N
<b>Informed</b>	Reasonable understanding of the risks, benefits and requirements of an Investment Account either through experience or based on their own research	Y
<b>Advanced</b>	Good knowledge and understanding of the risks, benefits and requirements of an Investment Account possibly through financial industry experience	Y

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

Customer's risk tolerance	Description	Appropriate for target customer?
<b>Zero</b>	Wants a guaranteed return on the investment Isn't prepared to see fluctuations down and up in the value of the Investment Account	N
<b>Low</b>	Access to low risk rated funds is available The Investment Account offers access to low risk investment solutions	Y
<b>Medium</b>	Access to medium risk rated funds is available The Investment Account offers access to medium risk investment solutions	Y
<b>High</b>	Access to high risk rated funds is available The Investment Account 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?
<b>Regulars</b>	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
<b>Single</b>	Single contributions can be paid into the Investment Account	Y
<b>Transfer</b>	Transfers can be made into the Investment Account	Y

