Target Market Statement

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The Soderberg & Partners Wealth Management Individual Savings Account (JISA)

The JISA is a "stocks and shares" individual savings account that is designed to help consumers invest for the medium to long-term. It is designed to offer:

- A way for Parents and Guardians to invest for their dependents
- A way for Parents and Guardian to continue to manage this investment until child's 18th birthday
- Tax efficient savings and investment,
- A wide range of financial instruments,
- Easy access to money invested,
- Optional lump sum, ad hoc or regular payments into the wrapper (subject to the JISA subscription rules),
- Clear, low-cost pricing,
- The ability to hold transfers from other providers and transfer to other providers, and
- Secure, online paperless administration.

Target Market

This ISA is considered appropriate for consumers who meet the following criteria:

- The Parents or Guardians of UK resident children under the age of 18 or over,
- Qualify for investment into a stocks and shares ISA,
- Are technically proficient and able to take advantage of a fully digital offering,
- Have sufficient subscription allowance available to save or invest,
- Are saving or investing following the personalised recommendation of a Financial Conduct Authority (FCA) authorised financial advice firm,
- Are continuing to receive ongoing financial advice from an FCA authorised financial advice firm,
- Have a medium to long-term income or growth objective that can be met by the range of financial instruments offered within the ISA,
- Consider the features, consolidation benefits or options of the JISA good reason to transfer an existing JISA, and
- Have the financial resources such that the loss of all funds invested in the ISA would not create for them intolerable financial hardship.

Appropriateness and Vulnerability

There will be circumstances where the JISA is not a suitable saving or investment option for the consumer, we recognise the nature of the personalised recommendations of financial advice firm will be better placed to assess such suitability but in general terms we consider the following to be requirements of consumers to be indication that the ISA is not appropriate:

- They wish to save or invest without the services of a financial adviser,
- They are not prepared to give up full control of money invested on a child's behalf
- They require some form of guaranteed growth or income, and
- They are unable to bear the loss of the whole investment amount without intolerable financial hardship.

We also recognise life events may occur that create positions of vulnerability for the consumer and that there are any number of factors that could be the cause from temporary illness, the loss of access to a financial adviser, intensive caring demands, or bereavement. We have considered how vulnerability may affect our Target Market an consider that it presents the following key risks:

- Consumer cannot use/access the right information to make an informed decision, and or
- Consumer is not currently competent to make an informed decision, and or
- Consumer does not have time to take action that would be in their best interests.

We have designed our processes, engineered our systems, and trained our employees to handle such vulnerability appropriately and are confident in combination with the advising firm that vulnerable customers can still benefit from the ISA, and it will continue to be appropriate for them to do so.