

M&G has designed the ISA with myM&G with a wide target market of investors in mind – those looking to invest tax-efficiently in M&G funds directly online, with lower charges to reflect lower cost online servicing.

### What is the ISA with myM&G?

The ISA with myM&G is an online Stocks and Shares Individual Savings Account (ISA) provided by M&G Securities Limited. It enables direct retail investors to pay in lump sums and regular payments, subject to HMRC limits, and transfer in funds from their existing Cash or Stocks and Shares ISAs. Any growth achieved in the ISA with myM&G is free of Income Tax and Capital Gains Tax, and investors can access their money when they need it.

The ISA with myM&G provides access to a range of M&G Open-Ended Investment Company (OEIC) funds, including actively and passively managed options.

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### What type of clients/investors is this designed for?

- ✓ Retail client/investor
  - ✗ Professional client/investor (eg trustees/corporates)
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## Target market – investor’s knowledge and experience

Investor type	Description	Appropriate for target customer?
Basic	<ul style="list-style-type: none"> <li>• Basic knowledge of relevant financial products and the features of this specific product.</li> <li>• Can make an informed investment decision, perhaps based on the advice/recommendation of a regulated intermediary, supported by appropriate information and documentation from the product manufacturer.</li> <li>• Basic financial industry experience.</li> </ul>	✓
Informed	<ul style="list-style-type: none"> <li>• Reasonable knowledge of relevant financial products and the features of this specific product.</li> <li>• Can make an informed investment decision, perhaps based on the advice/recommendation of a regulated intermediary, supported by appropriate information and documentation from the product manufacturer.</li> <li>• Some financial industry experience.</li> </ul>	✓
Advanced	<ul style="list-style-type: none"> <li>• Good knowledge and experience of relevant financial products and the features of this specific product.</li> <li>• Can make an informed investment decision, perhaps based on the advice/recommendation of a regulated intermediary, supported by appropriate information and documentation from the product manufacturer.</li> </ul>	✓

**Key:** ✓ Yes   ✗ No   — In some circumstances

## Target market – investor’s age

Investor’s age	Description	Appropriate for target customer?
Under 18	The ISA with myM&G is not a Junior ISA and is therefore not suitable for anyone under 18 years old	✗
18-40	This age group is within the target market for the ISA with myM&G however other products such as a Lifetime ISA may be more appropriate for clients under age 40 depending on their specific needs and objectives.	✓
41-85	This is the main target market for those looking for potentially better investment returns than investing in cash. Towards the upper age range there may be more reluctance of this group to engage digitally, in which case the ISA with myM&G would not be a suitable product for them.	✓
Over 85	Not in the main target market as less likely to be able to invest for the minimum 5-10 years investment horizon and more likely to be unable or unwilling to engage digitally.	—

## Target market – investor’s financial situation

Investor’s financial situation	Description	Appropriate for target customer?
<b>Constrained</b> (No funds to invest)	Not suitable for their needs.	✗
<b>Limited</b> (Less than 3-6 months’ income in savings)	May be suitable as the investor has limited savings and/or is able to make a fair level of ongoing contributions with the potential to build moderate savings.	✓
<b>Good</b> (At least 3-6 months’ income in savings)	<ul style="list-style-type: none"> <li>• May be suitable if the investor has remaining ISA Allowance and/ or existing ISA funds to transfer to the ISA with myM&amp;G.</li> <li>• Not suitable if the investor has no remaining ISA Allowance and/ or no existing ISA funds to transfer to the ISA with myM&amp;G.</li> </ul>	✓ ✗

## Target market – investor’s risk tolerance

Risk tolerance	Description	Appropriate for target customer?
Zero	The ISA with myM&G isn’t a Cash ISA and doesn’t offer any funds that protect against capital loss.	✗
Low to Medium Medium Medium to High	The ISA with myM&G offers access to M&G’s range of active and passive OEIC funds. The funds span a range of risk levels and typically include ‘building block’ type funds for use within a diversified portfolio – which may or may not all be invested with M&G – according to the investor’s attitude to investment risk.	✓
Very High	The available fund choice doesn’t extend to the highest risk rating, but concentrations of high-risk investments may be suitable as part of a wider diversified portfolio.	—

## Target market – investor’s needs and objectives

Need/Objective	Description	Appropriate for target customer?
Ability to access online	The investor accepts that correspondence will be provided digitally rather than by post (ie sent to the investor’s online document store).	✓
General savings	The investor is looking to build a tax efficient investment holding and has sufficient ISA allowance to contribute to and/or have existing ISA funds to transfer in.	✓
ISA consolidation	The investor is looking to consolidate their ISA assets together into one place for economies of scale and efficient management.	✓
Tax-efficient investment growth	The investor is looking for investment returns in excess of those available from cash, in a tax-efficient manner and suited to the level of risk they are comfortable with.	✓
Flexible income	The investor is looking for the ability to take one-off and/or regular withdrawals, to cater for changing personal needs and circumstances.	✓
Passing on ISA on death	The investor is looking to be able to pass on the value of their ISA to their spouse/civil partner on their death.	✓
Medium-long term investment horizon (normally at least 5-10 years)	The investor is looking to invest for the medium to long term as part of long-term income planning.	✓
Under 40s looking to build savings for retirement and/or first house purchase	A Lifetime ISA may be better suited to the investor.	—

## Who is the ISA with myM&G not suitable for?

Need/Objective	Description	Appropriate for target customer?
Non-digital service	The product is not suitable for an investor who is unable or unwilling to engage with the product digitally (eg pick up their documents in their online document store or buy and sell investments online with limited support).	✗
Short-term investment horizon	The product is not suitable for an investor looking to invest only for a very short period, ie, less than five years.	✗
Capital preservation	The product is not suitable for an investor primarily looking for preservation of existing capital in all circumstances (ie they have no tolerance for investment risk).	✗
Very high investment risk	The product is not suitable for investors looking for very high risk investments.	✗
Guarantees	The product is not suitable for investors looking for a guaranteed return of at least their money back or a level of guaranteed return on their investments.	✗
Inheritance Tax planning	The product is not suitable for an investor looking to minimise any inheritance tax which may apply.	✗

## How can you invest?

Initial sale		Appropriate for target customer?
Execution-Only*	The ISA with myM&G is available on an execution-only basis.	✓
Non-Advised	The ISA with myM&G is available on a non-advised basis.	✓
Advised	While you can receive advice, you have to apply for the ISA with myM&G yourself. No adviser charging is facilitated. You may choose to give an adviser read-only access to your account online through the 'Share my Account' facility.	—

Top-ups		Appropriate for target customer?
Execution-Only*	Single and/or regular contribution top-ups and additional transfers-in can be made by customers on an execution-only basis.	✓
Non-Advised	Single and/or regular contribution top-ups and additional transfers-in can be made by customers on a non-advised basis.	✓
Advised	While you can receive advice, you have to make single and/or regular contribution top-ups or arrange any additional transfers-in yourself. No adviser charging is facilitated. You may choose to give an adviser read-only access to your account online through the 'Share my Account' facility.	—

\* Execution-only covers situations where the customer has an adviser but is transacting without advice.