

# Prudential ISA (Life Policy Element)

## Target Market Information

This is based on Prudential's opinion and doesn't take into account individual circumstances.

### Prudential ISA (Life Policy Element)?

This product is designed to give access to our smoothed PruFund proposition through a tax-efficient Individual Savings Account (ISA) product wrapper.

The PruFund funds aim to grow your client's money over the medium to long term (5 to 10 years or more), while protecting them from some of the short-term ups and downs of direct stock market investment by using an established smoothing process.

PruFund funds are invested in the Prudential With-Profits Fund, which is one of the largest with-profits funds in the UK.



What type of investor is this suitable for?

Retail investor



Professional investor



### How much knowledge does your client have?

We've based these on the standard definitions of types of investors included in the European Financial Management Association (EFMA).

<b>Basic Investor</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of how investments work</li> <li>• Can make decisions based on regulated and authorised documents or with the right advice</li> <li>• No experience of the financial industry</li> <li>• Usually a first-time investor</li> </ul>	<p>Target customer</p> 
<b>Informed Investor</b>	<ul style="list-style-type: none"> <li>• Average knowledge of how investments work</li> <li>• Can make an informed decision based on regulated and authorised documents or with their own knowledge</li> <li>• Understands specific factors or risks</li> <li>• Some experience of the financial industry</li> </ul>	
<b>Advanced Investor</b>	<ul style="list-style-type: none"> <li>• Good knowledge of how investments work</li> <li>• Good financial industry experience</li> <li>• Has access to professional investment advice</li> </ul>	

Key:

Yes






No



In some circumstances






## What's your client's capacity to lose capital?

How much capital loss can they take?	Definition	Target customer	Comments
<b>Unlimited</b>	Clients can afford to lose all capital.		You can offer this product to a client who is able to lose all capital.
<b>Limited</b>	Clients are looking to keep their capital or can afford to lose a certain amount, set by the product.		You can offer this product to a client who is able to accept a limited fall in capital.
<b>None</b>	Clients can't accept any capital loss.		You shouldn't offer this product to a client that can't lose capital.

## What's your client's risk appetite?




This is Prudential's view of investment risk, and may differ from others.

<b>High</b>	<p><b>Can they invest?</b>  This product may be suitable for a client who is able to accept a fall in capital.</p>
<b>Medium – High</b>	
<b>Medium</b>	<p><b>Can they invest?</b>  This product may be suitable for a client who is able to accept a moderate fall in capital.</p>
<b>Low – Medium</b>	
<b>Low</b>	<p><b>Can they invest?</b>  This product may not be suitable for a client who isn't able to accept a moderate fall in capital.</p>

## How does this product meet your client's objectives and needs?

Preservation of capital		This product is not designed for the preservation of capital.
Growth		This product offers the opportunity for capital growth. But if your client takes more money out of the plan, including charges, than the amount of growth, this will reduce the value of the investment.
Income		Client's can take a regular income from this product. The total value of the regular withdrawals to be taken in any 12 month period must not exceed 100% of the value of your client's Prudential ISA. This calculation is performed when the withdrawal is established, on its re-commencement following any suspension, or should the amount be increased.
Time Horizon		The recommended holding period is 5 to 10 years or more.
Maturity Date		This is a whole of life product so has no fixed maturity date.

## How do your clients invest in this product?

Execution Only		This product shouldn't be sold on an Execution Only basis.
Non-Advised		This product shouldn't be sold on a Non-Advised basis.
Advised		This product is available on an Advised basis.



For more information, please contact your Prudential Account Manager.

[pruadviser.co.uk](https://pruadviser.co.uk)

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