

PruFund Investment Plan Mark 3

Target Market Information

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

What is the PruFund Investment Plan Mark 3?

The PruFund Investment Plan Mark 3 is only available to Openwork clients. It's an investment bond that lets your client invest their money in a range of PruFund funds and to cash it in at any time.

It aims to grow the value of your client's investment over the medium to long term (5 to 10 years or more), and enables them to make tax-efficient withdrawals.

Your client's capital is at risk.



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).

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

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
Unlimited	Clients can afford to lose all capital.		You can offer this product to a client who is able to lose all capital.
Limited	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.
None	Clients can't accept any capital loss.		You shouldn't offer this product to a client that can't lose capital. New capital and income guarantees on PruFund are currently unavailable.

What's your client's risk appetite?




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

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

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

Preservation of capital		New capital and income guarantees on PruFund are currently unavailable.
Growth		The available funds offer 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		Clients can take a maximum withdrawal of 7.5% each year.
Time Horizon		The recommended investment 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

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