

Prudential Onshore Portfolio Bond

Target Market Information

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

What is the Prudential Onshore Portfolio Bond?

The Prudential Onshore Portfolio Bond is an investment bond that lets your client invest their money in a range of different funds.

This product aims to:

- increase the value of your client's investment over the medium to long term (5 to 10 years or more), by investing in their choice from a wide range such as collective investments and cash deposits.
- provide the ability to take a regular withdrawals in a tax efficient manner and access to the product value at any time.

Your client's capital is at risk. Clients should seek tax advice to ensure the product is suitable for their individual circumstances before investing. Clients should consider making use of any investment allowances (e.g. ISA allowance) available to them before investing in this product.



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.

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.</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.</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.</p>

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

Preservation of capital		Capital Guarantees are not available on this product.
Growth		The available funds offer the opportunity for capital growth. But if the amount of money your client withdraws, added to the charges from the product are greater than the amount of growth, this will reduce the value of the investment.
Income		Clients can take up to 5% of the initial investment and any additional investments as a tax-deferred withdrawal each year. Certain payments from the bond such as Ongoing Adviser Charges will also count towards the 5% p.a. allowance. The product will allow regular withdrawals of up to 10% each year to be taken.
Time Horizon		The recommended investment period is 10 years or more. Whilst the appropriate holding period for each individual client will be determined by their personal investment objectives, the term should be sufficient to recover from short term volatility in investment markets. Some investment options may have restrictions or penalties on making withdrawals, moving money between investments or cashing in all or part of the product.
Maturity Date		This is a whole of life product so has no fixed maturity date.
Sustainability		The product makes available funds* that consider environmental, social and governance factors or sustainability as part of their investment strategy.

* Please note funds have different financial risk ratings, it is important that this rating of the fund matches the risk appetite of the customer.

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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