# GIA with myM&G

## Target Market Information

myM&G

M&G has designed the General Investment Account (GIA) with myM&G with a wide target market of investors in mind – those looking to invest in M&G funds directly online, with lower charges to reflect lower-cost online servicing.

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

The GIA with myM&G is an online general investment account provided by M&G Securities Limited. It can be held individually or jointly with another person. It enables direct retail investors to invest as much or as little as they want in M&G funds, with no yearly upper limit. Growth or income on GIA with myM&G investments is potentially subject to tax. Investments can be accessed at any time or transferred to someone else later.

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

**The value of investments will fluctuate, which will cause prices to fall as well as rise and you may not get back the original amount you invested.**

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

✓ Retail client/investor

✗ Professional client/investor (eg, trustees/corporates)

### Target market – investor's knowledge and experience

| Investor type | Description | Appropriate for target customer? |
|---|---|---|
| Basic | • Basic knowledge of relevant financial products and the features of this specific product.<br>• 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.<br>• Basic or no financial industry experience. | ✓ |
| Informed | • Reasonable knowledge of relevant financial products and the features of this specific product.<br>• 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.<br>• Some financial industry experience. | ✓ |
| Advanced | • Good knowledge and experience of relevant financial products and the features of this specific product.<br>• 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. | ✓ |

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

## Target market – investor's age

| Investor's age | Description | Appropriate for target customer? |
|---|---|---|
| Under 18 | The GIA with myM&G is not available for anyone under 18 years of age. | ✗ |
| 18-40 | This age group is within the target market for the GIA with myM&G. Other products such as an ISA or Lifetime ISA may be more appropriate for eligible investors depending on their specific needs and objectives and if they have remaining ISA allowance. | ✓ |
| 41-85 | This is the main target market for those looking for potentially better investment returns than investing in cash.<br>Towards the upper age range there may be more reluctance of this group to engage digitally, in which case the GIA 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? |
|---|---|---|
| **Constrained**<br>(No funds to invest) | Not suitable for their needs. | ✗ |
| **Limited**<br>(Less than 3-6 months' income in savings) | May be suitable, especially if the investor has no remaining ISA allowance. | ✓ |
| **Good**<br>(At least 3-6 months' income in savings) | May be suitable, especially if the investor has no remaining ISA allowance, or if the sums available for investment are very large and ISA isn't right for their needs. | ✓ |

## Target market – investor's risk tolerance

| Risk tolerance | Description | Appropriate for target customer? |
|---|---|---|
| Zero | The GIA with myM&G doesn't offer any funds that protect against capital loss. | ✗ |
| Low to Medium<br>Medium<br>Medium to High | The GIA 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. | — |

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

## 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 an investment holding. | ✓ |
| Investment consolidation | The investor is looking to consolidate investments together into one place for economies of scale and efficient management. | ✓ |
| Unrestricted investment amounts | The investor is wanting to make large investments that would breach HMRC limits on ISAs. | ✓ |
| Flexible access | The investor is looking for the ability to take one-off and/or regular withdrawals whenever they need to cater for changing personal needs and circumstances. | ✓ |
| Passing on investments on death | The investor is looking to be able to pass on the value of their account to their spouse / civil partner on their death. | ✓ |
| Medium- to 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. | ✓ |

## Who is the GIA 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. | ✗ |
| Tax-efficiency | The product is not suitable for an investor looking for tax-efficient investments such as an ISA. | ✗ |

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

## How can you invest?

| Initial sale | | Appropriate for target customer? |
|---|---|---|
| Execution-Only* | The GIA with myM&G is available on an execution-only basis. | ✓ |
| Non-Advised** | The GIA with myM&G is available on a non-advised basis. | ✓ |
| Advised*** | While you can receive advice, you have to apply for the GIA 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. | — |

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

* Execution-only covers situations where the investor has an adviser but is transacting without advice.
** Non-Advised is where an investor doesn't have an adviser.
*** Advised is where an investor has an adviser and has taken advice.

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