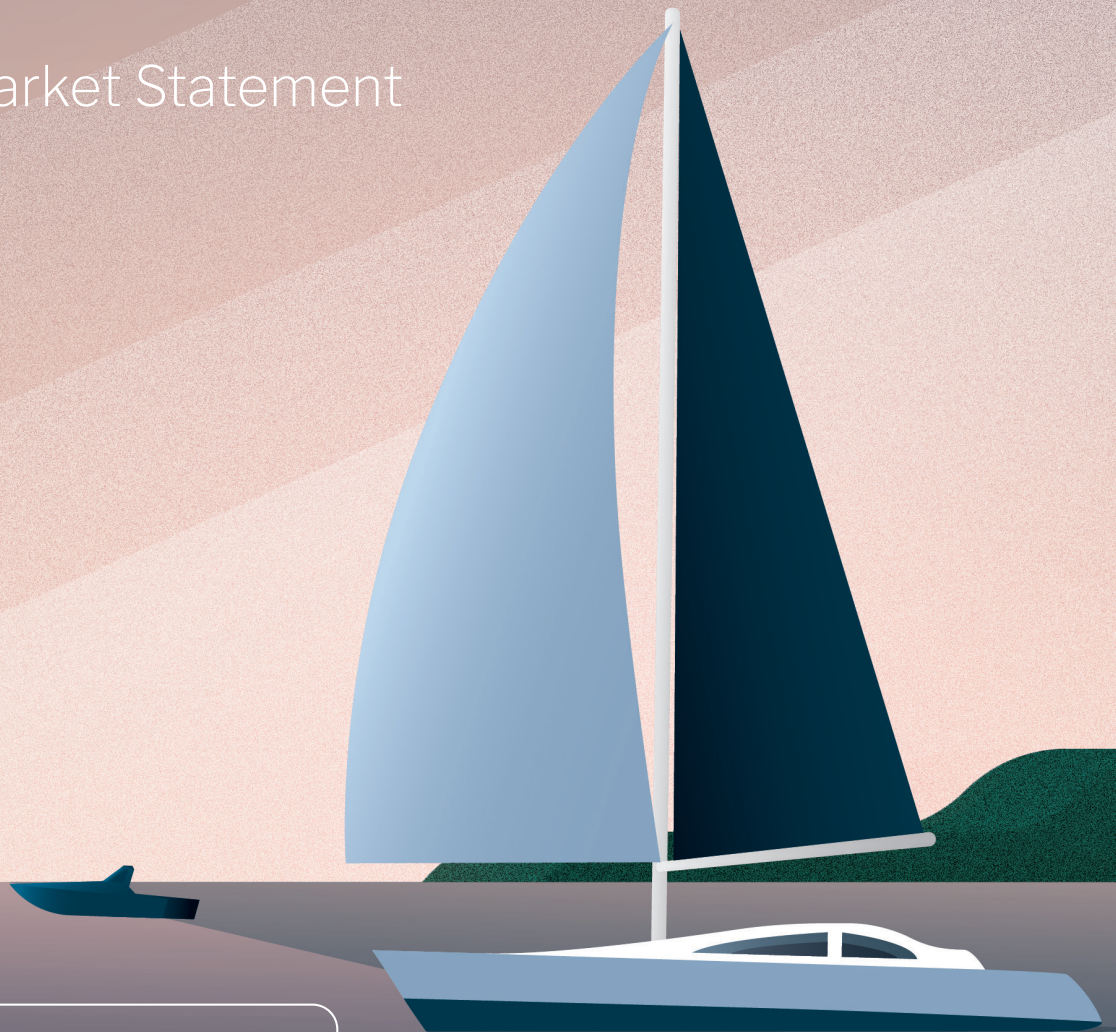


Parmenion

Parmenion ISA

Target Market Statement



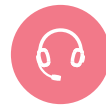
For financial professionals only

The Parmenion ISA is a flexible Stocks and Shares ISA (Individual Savings Account) designed to help clients with a financial adviser invest for the medium to long-term.

It offers:



A range of **investment solutions**



High quality **customer service** and support



Tax **efficient** investment



Flexible **subscription, transfer and withdrawal** methods



Optional **secure access** online and via the Parmenion app that allows clients to view their ISA investments



Clear, **transparent pricing** (for the Parmenion Platform and investments)

The Parmenion ISA is designed to deliver these outcomes for advised clients:



Clients can invest in a **range of investment solutions** to meet their financial goals over the medium to long-term



Clients can access the **customer support** they need when required



Clients can utilise their **ISA allowance**



Clients can make **payments and transfers** in and out of their ISA easily




Clients can **access information** about their ISA easily and quickly



Clients can **understand the charges** they are paying

Who is the Parmenion ISA designed for?





Category	Positive target market 	Negative target market 
Age	UK retail clients aged 18 and over. A Junior ISA is available for those aged under 18.	UK retail clients under 18. It also may not be suitable for new clients aged 85 and over.
Advised basis	Those who want their investments to be managed by a professional financial adviser or appointed discretionary fund manager.	Those who want to manage their own investments.
Amount (£)	Those wanting to make use of their annual ISA allowance, and typically have at least £10,000 to invest (across the whole platform) or intend to build up a portfolio of that value over the medium term.	Those who typically have less than £10,000 to invest (across the whole platform) and don't intend to build up a portfolio of that value over time.
Timeframe	Those looking to invest for the medium to long term typically at least five years.	Those specifically looking to invest for less than five years.
Type / shape of payments	Those who typically have lump sums or transfers of this size to invest in addition to any regular contributions.	Those only looking to make small regular contributions without accompanying lump sums or transfers.
Asset types	Those wanting to invest in a tax efficient product, mainly in a portfolio of retail assets over medium to longer term.	Those wanting to hold mainly cash or invest in complex asset types.
Risk & returns compared to cash	Those who're willing to accept investment risk in the hope they achieve a better return than cash over the medium term to longer term.	Those who're unwilling to accept investment risk, or those happy with the returns they can make on cash-only assets over the medium term.
Vulnerabilities	As a medium to long term advised product the Parmenion ISA may still be suitable for clients with characteristics of vulnerability related to: <ul style="list-style-type: none"> – Health – Negative life events – Emotional resilience – Financial capability 	As a medium to long term investment product the Parmenion ISA may not be suitable for clients with characteristics of vulnerability related to: <ul style="list-style-type: none"> – Low financial resilience Where a client no longer has an adviser, other characteristics of vulnerability might be more likely to make it unsuitable including: <ul style="list-style-type: none"> – Health – Negative life events – Emotional resilience – Financial capability




Vulnerable customers








Any client can become vulnerable on a temporary or permanent basis. Parmenion staff are trained to assist advisers, vulnerable customers, and their representatives. So vulnerable customers will receive the appropriate level of service based on their needs.

Target market breakdown

Client's age:	Description	Appropriate for target market?
Under 18	The Parmenion ISA isn't available for clients below the age of 18. The Parmenion Junior ISA (JISA) is more suitable for clients under 18.	
18 – 40	This age range is the secondary target market for the Parmenion ISA. It's suitable for those looking to invest in a tax-free environment, however dependent on the specific client objective, other products may be more suitable.	
41 – 85	This is the primary target market for the Parmenion ISA. It's suitable for clients looking to achieve tax-free capital growth to support their ongoing financial goals.	
85+	Given the Parmenion ISA is aimed at those looking to invest in the medium to long term, this age range is not within the target market for the Parmenion ISA. However, there are scenarios where the Parmenion ISA might be suitable or existing clients continuing to hold investments at this age.	

Client's risk tolerance	Description	Appropriate for target market?
Zero	The Parmenion ISA may not be suitable for clients that want a guaranteed return on investment, or aren't prepared to accept the risk of market fluctuations.	
Low	The Parmenion ISA provides access to a wide range of risk graded solutions containing retail investments; whether provided by Parmenion, an appointed discretionary fund manager, or a financial adviser.	
Medium		
High		
Very high	The Parmenion ISA doesn't offer access to very high-risk investments, therefore these aren't within our target market.	

Client's investment period	Description	Appropriate for target market
Short term	The Parmenion ISA may not suitable for clients looking to access their investments within five years.	
Mid term	The Parmenion ISA is designed for clients looking for medium to long term investments (a period of at least five years).	
Long term		

Contributions	Description	Appropriate for target market
Single payments	Payments can be made into the Parmenion ISA at any time, up to the annual subscription limit of £20,000. The Parmenion ISA is also a Flexible ISA, allowing customers to repay any withdrawals they may have taken.	
Regular payments	Direct Debits into the Parmenion ISA can be set up and cancelled at any time. Typically, this should be in conjunction with a larger single payment or transfer.	
Transfers in	Both cash & in-specie transfers to the Parmenion ISA can be requested at any time.	

Parmenion

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