Fundment

Statement of Target Market & Fair Value

General Investment Account (GIA)

Jun 2025

For adviser use only

About this document

This Target Market Statement document is designed to indicate which customers might benefit from a product or service based on their needs, characteristics and objectives in accordance with rules set out in the Product Intervention and Product Governance Sourcebook (PROD), and to assist with obligations under FCA Consumer Duty rules.

Specifically, this document provides details about the Fundment General Investment Account (GIA), it's identified target market and suitable customer profile, the permissible distribution channel of the Fundment GIA and Fundment's approach to vulnerable customers.

It is important to Fundment that all products and services o ered:

- Meet the needs of an identifiable target market;
- Are being recommended to customers that align with the identified target market;
- Deliver good outcomes to help customers achieve their financial objectives; and
- Avoid causing foreseeable harm to customers.

Target Market Statements play a key role in Fundment's approach to product governance and help ensure that the objectives outlined above continue to be met.

Value Assessment

We have carried out an assessment of the Fundment General Investment Account and have concluded that it offers fair value to the specified target market.

In completing this assessment we analysed a combination of factors including our competitors, customer feedback, operational reports and usage of the product. Some of the core data used in the assessment included, but is not limited to:

- Platform charges
- Trade and dealing charges
- Ad hoc charges
- Complaint data
- Trends in outflows
- Support metrics

This Value Assessment is an annual exercise and this document will be updated at least once each year. Additionally, we will monitor the data and trends stated above frequently, with the Product Governance Committee meeting quarterly to ensure that potential harm to consumers is avoided.

Fundment GIA

The Fundment GIA is a general investment account that allows customers to hold investments directly without some of the regulatory restrictions to contributions that the tax efficient Fundment Pension and ISA are subject to (subject to tax on any growth or income). The Fundment GIA is designed for customers who wish to invest (individually or jointly) over the medium to long term.

The Fundment GIA enables customers to:

- access money held in their GIA at any time;
- transfer money from their GIA to an ISA, usually at the beginning of a new tax year where the individual has an annual subsciption;
- pay in as and when they choose, without any minimum or maximum limits; and
- choose from a wide range of investments managed by either their adviser or a professional discretionary fund manager.

Distribution

The Fundment GIA is designed for distribution on an advised basis. Advisers must be authorised and regulated by the FCA and have terms of business in place with Fundment before customers are introduced to the products and services of Fundment.

If an adviser's relationship with a customer comes to an end, Fundment will continue to support these customers on an execution only basis, with appropriate access to investments and ongoing support.

Vulnerable customers

At Fundment, we recognise that any customer may experience vulnerable circumstances - whether temporary or long-term - at any point in their lives.

We are committed to ensuring that all customers, including those in vulnerable situations, receive fair treatment and achieve outcomes that are just as positive as those experienced by others. Our goal is to provide inclusive, respectful, and supportive service to every individual who invests in our products or services.

Customer profile

The Fundment GIA might suit customers who:

- are a UK resident (including Crown servants or their spouse or civil partner abroad);
- are either an individual aged 18 or over, a Company, a Trust, a Charity, or a pension scheme;
- wish to invest tax-efficiently over the medium to long term (five years or more);
- are willing and capable of accepting risk to their capital, rather than saving in a bank or building society, with the aim of achieving a better return than cash over time;
- may have already used up their ISA allowance in the current tax year;
- want to invest for capital growth or income (or a combination of both) and have the ability to move money between assets as needed to meet these objectives.

The Fundment GIA might **not** suit customers who:

- are a non-UK resident;
- are under the age of 18;
- require access to their investment within the short to medium term (less than five years);
- have no other savings or have significant debt;
- have not utilised their annual ISA allowance;
- wish to hold a large proportion of their investment in cash;
- are not capable or willing to accept the risk of potential investment losses, with no guarantee of their money growing.

We regularly review customer data and product usage to ensure the Fundment GIA continues to meet the needs of its intended audience and remains aligned with regulatory expectations.

How to contact us

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Fundment Limited is authorised and regulated by the Financial Conduct Authority (FRN: 732727) and registered in England and Wales (08884918)

Risk warning

The value of investments can go down as well as up, and you may not get back the amount you originally invested. The Fundment GIA is not a savings account and does not offer capital protection. Tax treatment depends on individual circumstances and may change in the future.