

Statement of Target Market & Fair Value

Stocks & Shares
Junior ISA

Jun 2025

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 Junior ISA, it's identified target market and suitable customer profile, the permissible distribution channel of the Fundment Junior ISA and Fundment's approach to vulnerable customers.

It is important to Fundment that all products and services offered:

- 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 Junior ISA 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 Junior ISA

The Fundment Junior ISA is a stocks and shares junior individual savings account held in the name of a child who is under the age of 18. The Fundment Junior ISA is managed by a parent or legal guardian who has an account with Fundment in their own name and it is designed for them to invest on the child's behalf over the medium to long term.

The Fundment Junior ISA enables customers to:

- accumulate tax-efficient savings;
- transfer in existing Junior ISAs and Child Trust Funds (CTFs) from other providers;
- pay in as and when they choose, subject to annual subscription limits; and
- choose from a wide range of investments managed by either their adviser or a professional discretionary fund manager.

Important: no withdrawals can be made from the Fundment Junior ISA until the investor (the child) reaches the age of 18.

Distribution

The Fundment Junior ISA 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 Junior ISA might suit customers who:

- are a UK resident (including Crown servants or their spouse or civil partner abroad);
 - are investing on behalf of a child under the age of 18;
 - wish to invest tax-efficiently over the medium to long term (five years or more);
 - are willing and capable of accepting risk to the capital invested, rather than saving in a cash junior ISA through a bank or building society, with the aim of achieving a better return than cash over time;
 - have unused junior ISA subscriptions in the current tax year;
 - have not invested in another stocks and shares junior ISA or a Child Trust Fund during the current tax year on behalf of the child.
-

The Fundment Junior ISA might **not** suit customers who:

- are a non-UK resident;
- are investing on behalf of an individual aged 18 or over;
- require access to their investment before aged 18;
- require access to their investment within the short to medium term (less than five years);
- are not capable or willing to accept the risk of potential investment losses, with no guarantee of their money growing;
- wish to hold a large proportion of their investment in cash;
- have already reached their maximum junior ISA subscription limit for the tax year;
- have already invested in a stocks and shares junior ISA or Child Trust Fund in the current tax year with another ISA provider on behalf of the child.

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

How to contact us

Address

Fundment
58-60 Berners Street
London W1T 3NQ

Email

support@fundment.com

Phone

+44 (0)203 637 9210

Hours

Monday to Friday, 9:00am - 5.30pm

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 Junior ISA is not a savings account and does not offer capital protection. Tax treatment depends on individual circumstances and may change in the future.