

Statement of Target Market & Fair Value

Stocks & Shares ISA

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 ISA, its identified target market and suitable customer profile, the permissible distribution channel of the Fundment 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 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 ISA

The Fundment ISA is a stocks and shares individual savings account, classed as a flexible ISA by HM Revenue and Customs, designed for customers who wish to invest over the medium to long term.

The Fundment ISA enables customers to:

- accumulate tax-efficient savings;
- transfer in existing ISAs from other providers;
- pay in as and when they choose, subject to annual subscription limits;
- choose from a wide range of investments managed by either their adviser or a professional discretionary fund manager; and
- access money held in the ISA.

Distribution

The Fundment 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 ISA might suit customers who:

- are a UK resident (including Crown servants or their spouse or civil partner abroad);
 - are aged 18 or over;
 - 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 cash ISA through a bank or building society, with the aim of achieving a better return than cash over time;
 - have unused ISA subscriptions in the current tax year.
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The Fundment ISA 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;
- 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 ISA subscription limit for the tax year.

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

How to contact us

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Hours

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