

# Active Money SIPP – Statement of Target Market

For adviser and pension professionals use only

## What is the Standard Life Active Money SIPP (AMSIPP)?

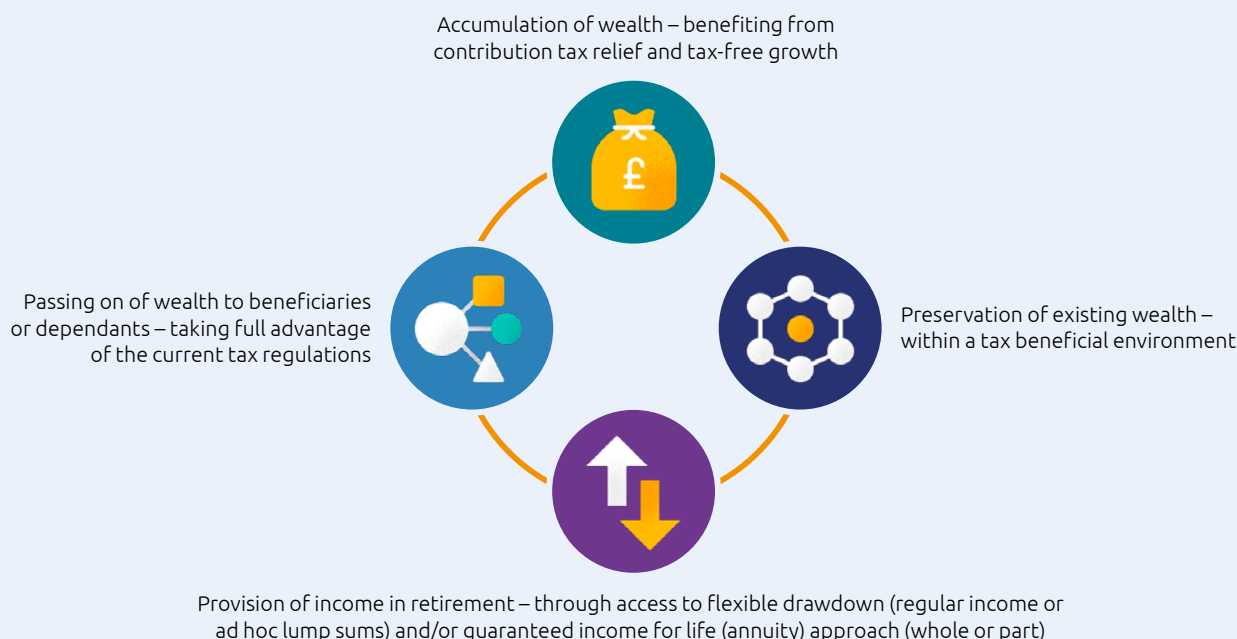
A flexible personal pension plan that allows customers to accumulate savings and access them in retirement. Customers can invest in a wide range of investments including our own insured funds, links to mutual funds and external holding options.

Our AMSIPP provides customers with:

- Flexi Access drawdown offered, with tax efficient withdrawal options available
- A wide range of investment options including commercial property
- A tax efficient way to save for retirement
- The ability to consolidate their pension plans
- The potential to provide benefits for beneficiaries upon death

## A SIPP designed with customer needs in mind

We understand that the journey does not stop at the point of retirement. That's why our AMSIPP has been designed with all stages of the pension savings lifecycle in mind, so that customers are supported on the journey to and through retirement. Our AMSIPP supports customers with the:



**Remember, the value of investments can go down as well as up, and your clients could get back less than was paid in.**

**Laws and tax rules may change in the future. The information here is based on our understanding as at February 2024. A client's personal circumstances and where they live in the UK will also have an impact on tax treatment.**

## Customer knowledge and experience

Investor type	Description	Target market
<b>Basic</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of relevant financial products and the features and complexities of this specific product</li> <li>• Can make informed investment decisions based on advice from a regulated adviser, supported by appropriate information and documentation from the product provider</li> <li>• Basic financial industry experience</li> </ul>	✓
<b>Informed</b>	<ul style="list-style-type: none"> <li>• Reasonable knowledge of relevant financial products and the features and complexities of this specific product</li> <li>• Can make informed investment decisions based on advice from a regulated adviser, supported by appropriate information and documentation from the product provider</li> <li>• Some understanding of the financial industry</li> </ul>	✓
<b>Sophisticated</b>	<ul style="list-style-type: none"> <li>• Good understanding of the relevant financial product and its features</li> <li>• Still taking advice from a regulated financial adviser</li> <li>• Strong understanding of the financial industry</li> </ul>	✓

## Distribution channel

The product is primarily distributed through financial advisers but the product and certain investments (level 1 and level 2 only) are also available on a non-advised basis.

## Customer age

Age group	Description	Target market
<b>Under 16</b>	<p>A customer must be aged 16 or over to open a Standard Life AMSIPP and make regular contributions.</p> <p>Where an individual is under 16 their legal guardian must:</p> <ol style="list-style-type: none"> <li>complete any application on their behalf</li> <li>be responsible for making sure that HMRC contribution limits are not exceeded</li> <li>be responsible for the contract as if they were the member until the individual reaches adulthood</li> </ol>	!
<b>16-54</b>	Customers in this age group are typically in the accumulation stage	✓
<b>55-64</b>	Customers in this age group are transitioning from the accumulation to decumulation stage	✓
<b>65-74</b>	Customers in this age group are typically in the decumulation stage	✓
<b>Over 75</b>	Either in decumulation stage or drawdown (with an existing product) or for those who want to pass on wealth to future generations	✓

## Customer financial situation

Financial situation	Description	Target market
<b>No savings capability</b>	This product is not suitable for clients who cannot afford to save without having a direct and detrimental impact on their day-to-day spending capabilities.	✘
<b>Limited savings capability</b>	This product may be suitable for those with limited saving capability if they require access to specific investment options. However, other products may be more suitable.	!
<b>Good savings capability</b>	Clients with a reasonable level of disposable income looking to increase funds available to them in retirement.	✓
<b>Affluent</b>	Clients with a high level of disposable income looking to build a good retirement fund or pass wealth through the generations.	✓

## Risk tolerance

Risk tolerance	Description	Target market
<b>Zero</b>	Whilst the Standard Life AMSIPP does offer a cash account, this does not guarantee no capital loss and was not designed as a long-term investment option. Therefore, this product is not suitable for clients who are unwilling to accept risks of a fall in capital.	✘
<b>Low</b>	Clients with a low tolerance to risk may be suitable for the AMSIPP insured funds and certain mutual funds, however it may not be the most appropriate product for these clients.	!
<b>Low to medium</b>	The AMSIPP offers a wide range of investment options and assets to suit different client needs and risk profiles:	✓
<b>Medium to high</b>	<ul style="list-style-type: none"> <li>Over 300 insured funds</li> <li>Mutual funds</li> </ul>	✓
<b>High to very high</b>	<ul style="list-style-type: none"> <li>A number of external holdings such as Discretionary Investment Management, direct investments, commercial property as well as other investments</li> </ul>	✓

## Who is the Standard Life AMSIPP not suitable for?

### Customers should generally not contribute to an AMSIPP if:

- They are looking for a simple, low-cost pension plan
- They do not have an aligned financial adviser
- For financial reasons they:
  - Have limited income and are unable to contribute to this pension without impacting their ability to pay basic day-to-day living costs
  - Foresee any near or future concerns with maintaining minimum monthly contributions
  - Have a low tolerance for risk and cannot handle financial loss
  - Plan to hold a large proportion of their wealth un-invested
  - Have smaller value portfolios
  - Are looking to preserve wealth levels
- They are not prepared to remain invested for the medium to long term (5+ years)
- They want unrestricted access to their money before the normal minimum pension age of 55 (rising to 57 in April 2028)
- They are not a resident in the UK and are not eligible for UK tax relief on their full payments
- They are contributing to, or are a member of a pension scheme with acquired protections which may be lost upon transfer to AMSIPP

Whilst this product is suitable for members of employer sponsored schemes – and employer payments can be accepted – we would not generally consider it to be a suitable vehicle if workplace arrangements offered preferential terms.

## Vulnerability

Most people will face vulnerability at some point in their lives. A customer may find themselves in a vulnerable situation at any time due to a change in life circumstances such as ill health or financial difficulty. Some customers may have lower financial resilience or be less able to process financial information. Without the appropriate level of care, some customers could be at risk of harm.

Any target market is likely to contain customers with characteristics of vulnerability and customers who will experience vulnerability over time.

At Standard Life we are committed to providing you with the right resources to help you support your clients additional needs and minimise any risks. We have solutions in place for a wide range of vulnerabilities including providing documents in large print for those with a sight impairment, translator services for those whose first language is not English or faster payments for those experiencing financial hardship.

While every effort is made to make the Standard Life AMSIPP accessible to all customers, it has been designed to be used primarily with a financial adviser. There may be other products which are more suitable for non-advised customers.

### **[www.standardlife.co.uk](http://www.standardlife.co.uk)**

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