

What type of

investor is this

suitable for?

Retail investor

Professional investor

# International Prudence Bond

### Target Market Information

This is based on Prudential's opinion and doesn't take into account individual circumstances.

#### What is the International Prudence Bond?

The International Prudence Bond is an investment bond that lets your non UK clients that are resident in our approved list of territories invest their money in a range of different funds, and to cash it in at any time.

#### It aims to:

- increase the value of your client's investment over the medium to long term (five to 10 years or more), by investing in their choice of Prudential International funds.
- allows the customer to invest in other funds, like equity, multi-asset and PruFund funds.
- to balance risk and potential rewards throughout the life of this product.
- provide the ability to take a regular withdrawals in a tax efficient manner and access to the product's value at any time.

Your client's capital is at risk. Clients should seek tax advice to ensure the product is suitable for their individual circumstances before investing.



## How much knowledge does your client have?

We've based these on the standard definitions of types of investors included in the European Financial Management Association (EFMA).

Basic investor	<ul> <li>Basic knowledge of how investments work</li> <li>Can make decisions based on regulated and authorised documents or with the right advice</li> <li>No experience of the financial industry</li> <li>Usually a first-time investor</li> </ul>			
Informed investor	<ul> <li>Average knowledge of how investments work</li> <li>Can make an informed decision based on regulated and authorised documents or with their own knowledge</li> <li>Understands specific factors or risks</li> <li>Some experience of the financial industry</li> </ul>			
Advanced investor	<ul> <li>Good knowledge of how investments work</li> <li>Good financial industry experience</li> <li>Has access to professional investment advice</li> </ul>			





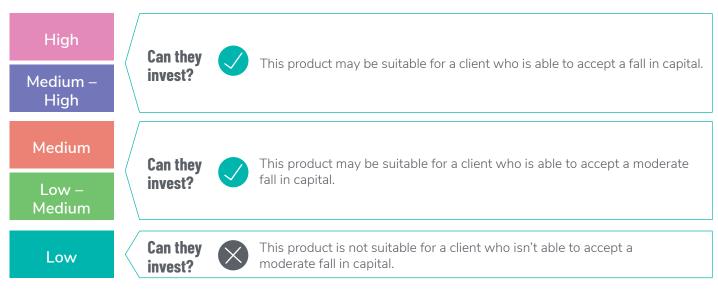


### What's your client's capacity to lose capital?

How much capital loss can they take?	Definition	Target customer	Comments
Unlimited	Clients can afford to lose all capital.		You can offer this product to a client who is able to lose all capital.
Limited	Clients are looking to keep their capital or can afford to lose a certain amount, set by the product.		You can offer this product to a client who is able to accept a limited fall in capital.
None	Clients can't accept any capital loss.	$\otimes$	You shouldn't offer this product to a client that can't lose capital.

## What's your client's risk appetite?

This is Prudential's view of investment risk, and may differ from others.



## How does this product meet your client's objectives and needs?

Preservation of capital	$\times$	Capital Guarantees are currently not available.
Growth		The available funds offer the opportunity for capital growth. But, if the amount of money your client withdraws added to the charges from the product are greater than the amount of growth, this will reduce the value of the investment.
Income		This product will allow regular withdrawals of up to 5% each year to be taken without incurring an Early Exit penalty.
Time Horizon		The recommended investment period is 10 years or more. Whilst the appropriate holding period for each individual client will be determined by their personal investment objectives, the term should be sufficient to recover from short term volatility in investment markets.
		If the customer decides to cash in all or part of their product within 5 years of making any investment, we will deduct an Early Exit penalty.
Maturity date		If the Life Assured option is chosen then as a whole of life product there is no fixed maturity date.
		If the Capital Redemption Option is chosen then the product will mature 99 years from the date it starts.
Sustainability		The product makes available funds* that consider environmental, social and governance factors or sustainability as part of their investment strategy.

<sup>\*</sup> Please note funds have different financial risk ratings, it is important that this rating of the fund matches the risk appetite of the customer.

# How do your clients invest in this product?

Execution Only	$\otimes$	This product shouldn't be sold on an Execution Only basis.	
Non-Advised	$\times$	This product shouldn't be sold on a Non-Advised basis.	
Advised		This product is available on an Advised basis.	



For more information, please contact your Prudential Account Manager.