

# 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.

### What type of investor is this suitable for?



Retail investor 

Professional investor 

### 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

- ▶ Basic knowledge of how investments work
- ▶ Can make decisions based on regulated and authorised documents or with the right advice
- ▶ No experience of the financial industry
- ▶ Usually a first-time investor

#### Informed Investor

- ▶ Average knowledge of how investments work
- ▶ Can make an informed decision based on regulated and authorised documents or with their own knowledge
- ▶ Understands specific factors or risks
- ▶ Some experience of the financial industry

#### Advanced Investor

- ▶ Good knowledge of how investments work
- ▶ Good financial industry experience
- ▶ Has access to professional investment advice

**Target customer**



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

How much capital loss can they take?	Definition	Target customer	Comments
<b>Unlimited</b>	Clients can afford to lose all capital.		You can offer this product to a client who is able to lose all capital.
<b>Limited</b>	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.
<b>None</b>	Clients can't accept any capital loss.		You shouldn't offer this product to a client that can't lose capital.

**Key:**

**Yes**



**No**






**In some circumstances**



This is just for advisers – it's not for use with clients.

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

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

High	<b>Can they invest?</b> 	This product may be suitable for a client who is able to accept a fall in capital.
Medium – High		
Medium	<b>Can they invest?</b> 	This product may be suitable for a client who is able to accept a moderate fall in capital.
Low – Medium		
Low	<b>Can they invest?</b> 	This product is not suitable for a client who isn't able to accept a moderate fall in capital.

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

### Preservation of capital



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.

## How do your clients invest in this product?

### Execution Only



This product shouldn't be sold on an Execution Only basis.

### Non-Advised



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.**

The registered office of Prudential International is in Ireland at Montague House, Adelaide Road, Dublin 2. Prudential International is a marketing name of Prudential International Assurance plc, a life assurance company operating from Ireland. Registration No. 209956. Telephone number + 353 1 476 5000. Prudential International Assurance plc is authorised by the Central Bank of Ireland. Prudential International is part of the same corporate group as The Prudential Assurance Company Limited. Both The Prudential Assurance Company Limited and Prudential International are direct and indirect subsidiaries respectively of M&G plc, a company incorporated in the United Kingdom. The Prudential Assurance Company Limited is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America or Prudential plc, an international group incorporated in the United Kingdom.