

Target market

Synergy Buy Out Bond

Our proposition development process allows us to design, approve, market and manage our products. Each element of the process is driven by insights from customers, advisers, key internal stakeholders and approval sought by suitably qualified personnel. One of the key parts of this process is to describe the target market for which this product is aimed at, as we have outlined below.

General description

The Synergy Buy Out Bond is an investment linked contract into which transfer payments can be paid. It is provided by Standard Life Assurance Ltd and sold to residents in Ireland.

Customer objectives

Customers who invest in the Synergy Buy Out Bond are generally seeking:

- To increase the value of their investment (capital growth)
- An extensive range of investment options
- To take control over their occupational pension

Who is it suitable for?

Customers who have a pension from a previous employer's pension scheme that they wish to take control over including from an overseas arrangement.

The Synergy Buy Out Bond might suit customers who:

- Have a minimum of €5,000 to invest
- Want to invest for at least five years
- Are prepared to risk getting back less than is put in
- Are prepared for the value of the investment to change over time

Who is it not suitable for?

Customers should not take out a Synergy Buy Out Bond if they:

- Are not happy to invest over the medium to long term (5 years +)
- Have zero appetite for risk
- Require a capital guarantee

Investment options

Customers can direct Standard Life to invest in a range of underlying investment options which include funds offered by Standard Life Assurance Ltd, deposit accounts, direct property and execution only stockbroking.

Distribution channel

It is available on an advised and non-advised basis.