

Target market

Synergy Personal Pension

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 this product.

General description

The Synergy Personal Pension is an investment linked contract into which regular or single contributions can be made. It can also accept transfer payments from a pension policy. It is provided by Standard Life International dac, and available to residents of the Republic of Ireland.

Customer objectives

Customers who invest in the Synergy Personal Pension are generally seeking:

- To increase the value of their investment (capital growth)
- An extensive range of investment options
- Avail of tax relief on contributions
- To provide a fund for retirement

Who is it suitable for?

A Synergy Personal Pension is long-term investment aimed at helping customers set aside money for retirement.

The Synergy Personal Pension might suit customers who:

- 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
- Are self-employed or are not a member of a company pension scheme

Who is it not suitable for?

Customers should not contribute to the Synergy Personal Pension if they:

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

Investment options

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

Distribution channel

The Synergy Personal Pension is available with advice through financial advisers, and without advice directly from Standard Life.

Calls may be monitored and/or recorded to protect both you and us and help with our training. Call charges will vary.

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