

Target market

Synergy Regular Invest

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 Regular Invest is a whole of life, investment linked life assurance contract into which regular and single premiums can be made. It is provided by Standard Life International dac, and available to residents of the Republic of Ireland. It is available to individuals, corporate entities and trustees.

The Synergy Regular Invest is an Insurance Based Investment Product (IBIP) and is covered by the Insurance Distribution Directive (IDD). We have defined it as a complex product, since it offers exposure to financial instruments deemed complex under the Markets in financial instruments directive (MiFID) and incorporates a structure which could make it difficult for the customer to understand the risks involved.

Customer objectives

Customers who invest in the Synergy Regular Invest are generally seeking:

- To increase the value of their investment (capital growth)
- Access to their money on an ad-hoc basis
- An extensive range of investment options
- Wealth transfer opportunities via a trust or assignment of the policy

Who is it suitable for?

Customers seeking capital growth whilst using the gross roll up nature of the product. They are also likely to have already contributed the maximum to other product wrappers such as a pension.

The Synergy Regular Invest might suit customers who:

- Have a minimum of €125 a month to save
- 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
- Have a requirement for a wealth transfer solution

Who is it not suitable for?

Customers should not invest in a Synergy Regular Invest 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 investment options which include funds offered by Standard Life, deposit accounts and exchange traded funds via our execution only stockbroker.

Distribution channel

In line with the categorisation of the product as a complex product, the Synergy Regular Invest is available with advice through financial advisers, and without advice directly from Standard Life subject to an appropriateness assessment.

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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