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# Product Governance and Value Assessment

## Aegon Platform Stocks and Shares ISA – March 2023

Updated February 2024

## Product governance

We have a detailed proposition development policy to provide a framework for the development, approval and lifecycle management of propositions manufactured by Aegon UK. We do this to ensure they are designed to meet the needs, characteristics, and objectives of a target group of customers and are distributed accordingly. The Financial Conduct Authority (FCA) expects firms to identify any aspects of the design of a product or service that could lead to foreseeable harm or prevent customers pursuing their financial objectives. Under the Consumer Duty, Aegon UK will need to continue to demonstrate how the design of a product or service meets the cross-cutting rules and take appropriate action to avoid harm.

## Product summary information

Here you can find the information about our Aegon Platform ISA.

Product information	Detail
<b>What is the Product?</b>	Individual Savings Accounts (ISAs) are tax-efficient ways to save, suitable for medium to long-term saving, and can be used to provide your clients with income or growth potential.
<b>Who is the target market?</b>	<b>Designed for your clients who:</b> <ul style="list-style-type: none"><li>▪ Want an open architecture fund range.</li><li>▪ Are aged over 18.</li><li>▪ Meet the HM Revenue &amp; Customs (HMRC) UK residency rules or are a Crown employee serving overseas and paid out of the public revenue of the UK or be married to, or in a civil partnership with such a person.</li><li>▪ Wish to subscribe to an ISA by way of regular payments or lump sums up to the ISA subscription limits and/or consolidating existing ISAs into one ISA wrapper.</li><li>▪ May want to consolidate existing ISAs held elsewhere.</li><li>▪ Have received financial advice on suitability of the product based on the client's demands and needs or have sufficient knowledge and information to act on an execution-only basis.</li></ul>
<b>Who isn't the product suitable for?</b>	<b>Not designed for your clients who:</b> <ul style="list-style-type: none"><li>▪ Are under the age of 18.</li><li>▪ Are looking to hold a cash ISA.</li><li>▪ Want a jointly held investment with their spouse or partner.</li><li>▪ Don't accept a degree of risk to their capital or who are planning to invest for less than five years.</li><li>▪ Don't meet the HMRC UK residency rules.</li><li>▪ Are citizens or taxpayers of the USA.</li></ul>

Product information	Detail
What's the suggested distribution strategy?	<ul style="list-style-type: none"> <li>▪ Distributed through FCA authorised and regulated advisers who have clients within the target market, in line with the Aegon Terms of Business.</li> </ul>
What are the main features, benefits and characteristics?	<ul style="list-style-type: none"> <li>▪ To allow your clients to save for their needs in line with their objectives, identified by you, in a tax efficient manner.</li> <li>▪ There is no personal liability to capital gains tax on any growth, or income tax on any income your clients receive.</li> <li>▪ To allow you to recommend ISAs to your clients whilst addressing a more holistic view of their financial needs.</li> <li>▪ Access a range of investments, with options across all major asset classes.</li> <li>▪ Use a simple online processes to apply, switch funds, top up and perform a GIA to ISA switch.</li> <li>▪ To provide a cash facility to make it easy to keep track of any outgoing and incoming payments and charges under each wrapper.</li> <li>▪ To allow you and your clients to view and monitor accounts using a secure online service.</li> <li>▪ To provide you with the option to give clients the ability to process their own transactions.</li> <li>▪ The following link provides the Aegon Platform key information document, which contains the product key features: <b><u><a href="#">Aegon Platform key information document</a></u></b></li> </ul>
What are the risks?	<ul style="list-style-type: none"> <li>▪ The value of a client's investment can fall as well as rise, isn't guaranteed and the final value of their ISA could be less than they invested.</li> <li>▪ The value of a client's ISA fund could also be lower than expected if: <ul style="list-style-type: none"> <li>– The level of charges, including any advice fees paid from the ISA go up.</li> <li>– They stop or make lower subscriptions than anticipated to the ISA.</li> <li>– They withdraw funds from the ISA earlier than planned.</li> </ul> </li> <li>▪ The law and tax-efficient treatment of registered ISA schemes may change in the future.</li> <li>▪ Clients who are no longer in a relationship with their adviser could suffer poor outcomes where they are reliant on services that are underpinned by ongoing advice. Aegon will continue to offer platform services but will not provide financial advice.</li> </ul>

Product information	Detail
<b>How are customers in the target market with characteristics of vulnerability supported?</b>	<p>Aegon follows a Vulnerable Customers framework, which includes:</p> <ul style="list-style-type: none"> <li>▪ Frontline staff are trained to identify and record signs of potential vulnerability and take appropriate steps to support vulnerable customers.</li> <li>▪ Staff are also supported by Vulnerable Customer Champions who supply 1-2-1 case guidance as and when required.</li> <li>▪ We aim to simplify our processes and client communications to give clients what they need whilst reducing unnecessary complexity.</li> <li>▪ Upon consent, vulnerabilities can be recorded capturing the support service required to help vulnerable customers with their needs.</li> </ul>
<b>What are the associated costs?</b>	<ul style="list-style-type: none"> <li>▪ Aegon's and any other investment charges are included within the illustration the client receives at outset then throughout the life of the policy, which will also include any adviser charges Aegon is facilitating.</li> <li>▪ From February 2024, Aegon's platform charge is not applied to monies held in the cash facility.</li> <li>▪ The following link provides the Aegon Platform standard annual charge: <a href="#"><b><u>aegon-platform-annual-charge.pdf</u></b></a></li> </ul>
<b>Are there any circumstances which may cause a conflict of interest to the detriment of your clients?</b>	<p>Aegon has a policy in place to identify and manage any conflicts that arise to ensure no detriment to customers.</p>

The information in this summary is based on our understanding of current taxation law and HM Revenue & Customs (HMRC) practice, which may change.

# Outcome of value assessment – March 2023 (updated February 2024)

The purpose of the value assessment is so distributors can understand the products or services they distribute, enabling them to carry out their own value assessment.

Value assessment	Detail
Outcome of value assessment	<ul style="list-style-type: none"><li>▪ Considering the various factors as required by FCA rules and guidance, this product provides fair value to retail customers in the target market.</li><li>▪ Aegon considers the product and associated service offers fair value on a forward-looking basis and that the costs and charges associated with the product are reasonable compared to the benefits.</li></ul>
When was the value assessment carried out?	We carried out our value assessment in March 2023 (updated February 2024).
What did the fair value assessment consider?	<p>Our assessment covers the Consumer Duty four outcomes of products &amp; services, price &amp; value, consumer understanding and consumer support, and applies for a reasonably foreseeable period. It includes the following:</p> <ul style="list-style-type: none"><li>▪ The nature of the product including the benefits provided or which would be reasonably expected and its quality, including any limitations.</li><li>▪ The charges to be paid by the customer to Aegon and a range of anticipated levels of distributor charges.</li><li>▪ Customer insight – Net Promoter Score (an index used to measure the willingness of customers to recommend our products or services to others), customer complaints, treatment of vulnerable customers, feedback from other firms in the distribution chain.</li><li>▪ Proposition design, features, and benefits – any barriers to exit, current and future events impacting the product.</li><li>▪ Customer communications – review of key customer communications.</li><li>▪ Processes and platforms – service performance, platform functionality, support for customers including vulnerable customers, incident management, complaints.</li><li>▪ Distribution strategy – how the product is sold, whether appropriate and in line with the needs and objectives of the defined target market.</li></ul>

For more information speak to your usual Aegon representative.