

Target market

Synergy Investment 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 this product.

General description

The Synergy Investment Bond is a whole-of-life investment-linked life assurance contract into which one off and additional 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 Investment Bond is an Insurance Based Investment Product (IBIP) and is subject to the Insurance Distribution Regulations. We have defined it as a complex product, since it offers exposure to financial instruments deemed complex under the Markets in Financial Instruments Directive II (MiFID II) 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 Investment Bond are generally seeking:

- ✓ to increase the value of their investment (capital growth) and/or to retain the value of their investment (capital preservation)
- ✓ access to their money on an ad-hoc basis (without a charge after five years)
- ✓ an extensive range of investment options
- ✓ wealth transfer opportunities via a trust or assignment of the policy

For customers seeking to invest in funds with specific environmental or social objectives, or that promote ESG characteristics, visit www.standardlife.ie/funds

Who is it suitable for?

Customers seeking capital growth utilising the gross roll-up nature of the product. It is also suitable for those who have already contributed the maximum to other product wrappers such as a pension.

The Synergy Investment Bond might suit customers who:

- ✓ have a minimum of €10,000 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 fall and rise over time
- ✓ may have a requirement for a wealth transfer solution
- ✓ are aged 18 or older, and are 74 or younger
- ✓ understand unit-linked investments and/or have invested in a similar product before

Who is it not suitable for?

Customers should not invest in a Synergy Investment Bond if they:

- ✗ are not happy to invest over the medium to long-term (five years or more)
- ✗ have zero appetite for risk
- ✗ require a capital guarantee
- ✗ are younger than 18, or older than 74

If this product does not match your financial objectives, please talk to your financial adviser.

For more information, see:

- Key Features document (SYIBKF1)
- Investment Options guide (SYIO1)
- Key Information Document for the product
- Supplementary Information Documents for the funds available
- Self-Directed Options guide (SYSDO1)

These documents are available from financial advisers and www.standardlife.ie

Investment options

Customers can direct Standard Life to invest in a range of investment options such as investment-linked funds offered by Standard Life, (with varying levels of risk, volatility and sustainability objectives/characteristics), and deposit accounts.

Distribution channel

The Synergy Investment Bond is available with advice through financial advisers, and without advice directly from Standard Life subject to an appropriateness assessment.