

Target market statement

The AJ Bell Touch products and services, including Retirement Investment Accounts, ISAs and GIAs are suitable for the mass retail market.

Our products are designed for customers who seek and maintain a relationship with a financial adviser, which is why our only distribution channel for AJ Bell Touch is UK-regulated financial advisers.

Our target market comprises the following segments:

Segment	Characteristics / needs	Products and features
Accumulators	Affluent and high net worth individuals looking to consolidate existing savings and continue to invest new money towards their saving and investing goals	<ul style="list-style-type: none"> Retirement Investment Accounts ISAs GIAs <ul style="list-style-type: none"> ✓ Ad hoc and regular payment-in options for all wrappers ✓ Automated regular investments

Customer demographics

Customers in the primary target market segments will typically be professionals, higher- or additional-rate taxpayers aged 35 or over. They will normally be seeking advice as part of active pre-retirement planning, or due to time or knowledge constraints affecting their ability to manage their own investments.

Customer needs

Customers will rely heavily on the recommendation of their adviser to find a platform that offers: a fully digital solution providing immediate management and monitoring of day-to-day account activity; the ability to quickly review and approve their adviser's recommendations without the need to meet face-to-face; a high level of service; and, the assurance that their investments are held safely.

They will typically need products and services that can support, and are adaptable to, their changing needs over time, allowing them to invest to provide themselves and their dependants with financial security. Customers will seek to take maximum advantage of the tax reliefs available and flexibility in funding and withdrawing from their investment accounts.

Investment choice

Customers in our target market only require access to a restricted range of standard investments centred around a curated list of mainstream collective investments, suiting a variety of investment risk appetites that may change over time.

The ability for their adviser to deal in investments in a cost-effective and efficient manner will be key.

Customers will typically remain invested and will normally hold a relatively small proportion of the total account value in cash on a 'pending investment' basis.

Negative target market

We also have identified a target market for whom the product is unlikely to be suitable and / or provide good value.

The platform is not designed to be used by customers who are not confident in managing their financial affairs using smart device applications, nor those who require regular in-person contact with their adviser.

Because the platform provides access to a limited investment range, it is not designed for customers who require a wide range of options and flexibility at all stages of their life and for the majority of the lifetime of their accounts.

The platform cannot be used by anyone who intends to transfer safeguarded benefits (e.g. accrued final salary pension benefits) from another pension scheme against the advice of an FCA-authorised adviser.

It is also not designed to be used by customers who choose not to use the services of an FCA-authorised adviser to manage their accounts and provide advice on decisions and transactions.