



Novia Global General Investment Account

Target Market Statement

Target market and controls

The Novia Global General Investment Account is provided and distributed exclusively through Novia Global Ltd, with plans to revise distribution once Novia Global Europe is launched.

The target markets for this product are UK expatriates with funds to invest who are living and/or working outside the UK, as well as UK clients who intend to move abroad within a reasonable time frame, typically 3 years, and Foreign national expatriates living in the UK or elsewhere. It is not designed for UK clients who plan to remain in the UK or Foreign National residents. Ongoing monitoring will be implemented to identify UK resident clients without a UK authorised adviser because UK resident clients must receive advice from a UK Authorised adviser.

Our target market for overseas intermediaries includes those who understand that UK-style RDR regulation is the future, including clean, transparent platform pricing and client agreed remuneration.

Our target market consumers may be currently disadvantaged by holding expensive products that no longer fully meet their needs or who require access to a clean and transparent investment offering. They are often subject to currency risks that could be better managed or have products with providers who will not grant their chosen advisers' terms of business because they won't deal with any non UK advisers. They will typically have a 3–5-year investment horizon and looking to be taking some investment risk with their money.

Our Target market consumers may also have an existing pension (International SIPP, or QROPS for example) and be looking for a platform to manage the assets inside that pension wrapper. They may also have Offshore bond products that require an external custodian to manage the investment element.

The product is not designed for US Persons except where they are invested in a SIPP. To ensure positive outcomes for our customers, we have incorporated the following features:

- ◇ The Novia Global General Investment Account is available only through authorised intermediaries that have entered into a Terms of Business with Novia Global Ltd (direct business is not accepted).
- ◇ Intermediaries must negotiate fee payments with their clients, and decency limits apply.
- ◇ Only 'clean' funds are available.
- ◇ An Investment Committee is established to ensure appropriate investments are made available.
- ◇ Withdrawals will only be paid out to a bank account in the client's name.
- ◇ Investment products are limited to FCA standard assets, as defined in IPRU-INV.