



# Onshore Bond for Wrap – statement of target market

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## General description

The Onshore Bond for Wrap is a lump sum, non-qualifying, whole of life, investment linked life assurance contract into which one-off or additional single payments may be made.

It is provided by Standard Life and sold to UK residents. The Bond is accessed via the Wrap platform which is provided by Standard Life Savings Limited.

It is available to individuals and trustees.

The Onshore Bond for Wrap is an Insurance Based Investment Product (IBIP) and is covered by the Insurance Distribution Directive (IDD). We have defined it as a complex product.

Standard Life is the provider of the Onshore Bond for Wrap. Standard Life Savings Limited is the provider of the Wrap platform and also provides some servicing and administration services to Standard Life.

## Customer objectives

Customers who invest in the Onshore Bond for Wrap are generally seeking:

- To manage money in a tax efficient way;
- To increase the value of their investment (capital growth);
- The opportunity to take tax deferred withdrawals on a regular or ad hoc basis;
- Wealth transfer opportunities via trusts or assignment of the Bond;
- An extensive range of insured fund options.



**Remember, the value of investments can go down as well as up, and your clients could get back less than was paid in.**

Laws and tax rules may change in the future. The information here is based on our understanding as at April 2023. A client's personal circumstances and where they live in the UK will also have an impact on tax treatment.

## Who is it suitable for?

The Onshore Bond for Wrap might suit customers who:

- 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 contribute to the Onshore Bond for Wrap if they:

- Are not happy to invest over the medium to long term (5 years +);
- Have zero appetite for risk;
- Require a capital guarantee;
- Cannot afford to bear potential investment losses with limited ability to weather a financial shock.

## Vulnerable customers

Vulnerability may arise due to challenging life circumstances, such as ill health or financial difficulty. More generally, some customers may simply be less able to deal with financial information and others may have a low tolerance to withstand economic or emotional downturns.

Any target market is likely to contain customers with characteristics of vulnerability and customers who will experience vulnerability over time. This should be considered in all interactions to ensure good customer outcomes.

## Investment choice and range

Customers can direct Standard Life to invest in a range of insured fund options which are offered by Standard Life.

## Distribution channel

In line with the categorisation of the IBIP as a complex product, it is available on an advised basis only.

For more information visit [abrdn.com/adviser](https://abrdn.com/adviser)

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