



# Best Ideas Portfolio (Managed portfolio of direct equity holdings)

	Retail			Υ
Client Type	Professional			Υ
	Eligible Counterparty			Υ
	Basic			Υ
Knowledge and Experience	Informed			Υ
	Expert			Υ
Ability to Bear Losses	The investor is seeking to preserve capital or can bear losses to a level specified by the product structure			N
	The investor has no appetite for risk and no ability to bear losses			N
	The investor can bear losses			Υ
	The investor can bear losses beyond the investment amount			N
Client Life Stage	Junior accumulation (basic investor) (<24 years old)			Υ
	Accumulation (young professional) (between 25 and 45 years old)			Υ
	Savings (between 45 and 64 years old)			Υ
	Active retirement (between 65 and 74years old)			Υ
	Passive retirement (>75 years old)			N
Client Needs	Do not require regular reviews/meetings	N/A	Maintain current lifestyle – seek capital growth	Y
	Protection planning	N	Regular income to supplement earnings needed	N
	Savings available to invest (for future needs)	Υ	Accumulate wealth to pass on	Υ
	Diversified investment exposure	Υ	Invest in small investment amounts	N
Client Investment Objectives	Return Profile		Time Horizon	
	Preservation	N	Short (e.g. <3 years)	N
	Growth	Υ	Medium (e.g. between 3 & 5 years)	N
	Income	N	Long (e.g. >5 years)	Υ
Client Mandate	Usage		Access (Withdrawals)	
	Solution	Υ	Ready access – normal market conditions	Y
	Core or component of a portfolio	Υ	Ready access with restrictions	N
	Hedging	N	Access uncertain	N
	Speculation	N/A		
	Other e.g. Sharia, Ethical, Tax Mgmt	N		
Risk	SRRI (or equivalent)			6
	Risks of which the investor must be aware:			
		Other	Risks	
	Key Risks Equity Investments Risk Currency Risk	<ul> <li>Liquidity Risk</li> <li>Valuation Risk</li> <li>Portfolio Turnover         Risk</li> <li>No Operating         History Risk</li> <li>Substantial         Repurchases         <ul> <li>Temporary</li> <li>Suspension</li> <li>Counterparty &amp;</li> <li>Broker Credit Ris</li> </ul> </li> </ul>		sk
Channel	Execution Only – retail			N
	Execution Only with Appropriateness – retail			N
	Investment Advice – retail			Υ
	Portfolio Management – retail			Υ
	Non-Retail			Υ

# Credo Capital Limited

# Consumer Duty Target Market Assessment (TMA)



# Notes

#### **CLIENT TYPE**

- Y = Directly in the target market
- N = Clearly outside the target market (negative target market)
- N/A = Product not designed for client type but is acceptable

# **KNOWLEDGE AND EXPERIENCE**

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- N = Clearly outside the target market (negative target market)

#### **ABILITY TO BEAR LOSSES**

- Y = Directly in the target market
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#### **CLIENT LIFE STAGE**

- Y = Directly in the target market
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#### **CLIENT NEEDS**

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### **CLIENT INVESTMENT OBJECTIVES**

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# **CLIENT MANDATE (USAGE)**

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### **CLIENT MANDATE (ACCESS)**

Y for one option only, N for the other

#### RISK

- SRRI = integer 1-7
- Key risks = free type

## **CHANNEL**

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Date of last review: 31/03/2025

