CREDO

Credo Capital Limited Consumer Duty – Target Market Assessment (TMA)



Multi-Asset Portfolio 70/30 (Managed portfolio of funds & ETFs)

	Retail			Y
Client Type	Professional			Y
	Eligible Counterparty			Y
Knowledge and Experience	Basic			Y
	Informed			Y
	Expert			Y
Ability to Bear Losses	The investor is seeking to preserve capital or can bear losses to a level specified by the product structure			Y
	The investor has no appetite for risk and no ability to bear losses			Ν
	The investor can bear losses			Y
	The investor can bear losses beyond the investment amount			N
Client Life Stage	Junior accumulation (basic investor) (<24 years old)			Y
	Accumulation (young professional) (between 25 and 45 years old)			Y
	Savings (between 45 and 64 years old)	. ,		Y
	Active retirement (between 65 and 74years old)			Y
	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	Y	Regular income to supplement earnings needed	Ν
	Savings available to invest (for future needs)	Y	Accumulate wealth to pass on	Υ
	Diversified investment exposure	Y	Invest in small investment amounts	Ν
Client Investment Objectives	Return Profile		Time Horizon	
	Preservation	Ν	Short (e.g. <3 years)	Ν
	Growth	Y	Medium (e.g. > 3 years)	Ν
	Income	Ν	Long (e.g. >5 years)	Y
Client Mandate	Usage		Access (Withdrawals)	
	Solution	Y	Ready access – normal market conditions	Y
	Core or component of a portfolio	Y	Ready access with restrictions	Ν
	Hedging	Ν	Access uncertain	Ν
	Speculation	N/A		
	Other e.g. Sharia, Ethical, Tax Mgmt	Ν		
Risk	SRRI (or equivalent)			5
	Risks of which the investor must be aware:			
	Key Risks	Other R	isks	
	 Market Risk 			
	Currency Risk		folio Turnover	
	 Counterparty Risk 	Risk		
Channel	Execution Only – retail	- mila	tion Risk	N
	Execution Only with Appropriateness – retail			N
	Investment Advice – retail			Y
				Y
	Portfolio Management – retail			
	Non-Retail			Y



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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ABILITY TO BEAR LOSSES

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CLIENT LIFE STAGE

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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 others

RISK

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

CHANNEL

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