



8AM MPS

Target Market Assessment



Target Market Framework

This service is designed for a broad target market and not to meet any inherent characteristics of vulnerability in the target market. Financial Advisers should consider individual customer needs in this regard and whether the potential for capital loss as a pre-requisite remains acceptable and appropriate.

Key:

Positive target market – i.e. the product is intended for this aspect of the target market framework

Negative target market – i.e. the product is not intended for this aspect of the target market framework

Neutral (Neither positive nor negative) – i.e. manufacturer wasn't designing the product for this use but accepts it may be compatible

Category	Explanation	8AM MPS Interpretation	Mandatory Optional Conditional Indicative	Positive Negative Neutral
Client type - Retail - Professional - Eligible counterparty	Neutral means that the manufacturer estimates that there is neither negative nor positive target market. This applies to all three client type categories	All 8AM clients are professional Financial Advisers or eligible counterparties, albeit the end clients are retail investors. All investors are deemed to be retail investors.	Mandatory	Neutral
Knowledge & Experience	Investors have the following characteristics:			
Basic Knowledge	Basic knowledge of relevant financial instruments (a basic investor can make an informed investment decision based on the regulated and authorised offering	All clients will come to 8AM via an authorised Financial Adviser. Thus, the	Mandatory	Positive

	documentation or with the help of basic information provided by point of sale) No financial industry experience, i.e. suited to a first time investor	product is designed for basic knowledge investors		
Knowledge & Experience	Having one, or more, of the following characteristics:			
Informed Investor	Average knowledge of relevant financial product (an informed investor can make an informed investment decision based on the regulated and authorised offering documentation, together with knowledge and understanding of the specific factors/risks highlighted within them). Some financial industry experience	All clients will come to 8AM via an authorised Financial Adviser. Thus, the product is designed for informed knowledge investors	Mandatory	Positive
Knowledge & Experience	Investor having one, or more, of the following characteristics:			
Advanced Investor	Good knowledge of relevant financial products and transactions Financial industry experience or accompanied by professional investment advice	All clients will come to 8AM via an authorised Financial Adviser. Thus, the product is designed for advanced knowledge investors	Mandatory	Positive
Ability to bear loss:				
The investor can bear no loss of capital: capital	Investor can bear no loss of capital. Minor losses especially due to costs possible.	MPS does have the ability for loss of capital due to market forces	Mandatory	Negative

100% guaranteed.				
Ability to bear loss: The investors are seeking to preserve capital or can bear losses limited to a level specified by the product	Investor seeking to preserve capital or can bear losses limited to a level specified by the product	MPS does have the ability for loss of capital due to market forces and there is no limit applied	Mandatory	Negative
Ability to bear loss: Optional percentage capital guaranteed	Investor may select a guaranteed percentage of the investment to be guaranteed against loss. (XX% of capital guaranteed)	MPS does have the ability for 100% loss of capital. There is no percentage of capital guaranteed.	Mandatory	Negative
Ability to bear loss: The investor can bear losses, i.e. no capital guarantee	No Capital Guarantee nor protection. 100% capital at risk	MPS offers no capital guarantee or protection. 100% capital is at risk	Mandatory	Negative
Ability to bear loss: The investor can bear losses beyond the investment amount	Loss beyond capital invested	MPS offers no capital guarantee or protection. 100% capital is at risk; no leverage is applied that would exceed loss beyond capital, but costs could apply	Mandatory	Neutral


Client objective & needs:

Preservation	Does 8AM offer portfolios with a preservation objective?	No 8AM does not offer portfolios with a preservation objective	Mandatory	Negative
Client objective & needs: Total Return	Does 8AM offer portfolios with a total return objective?	Yes 8AM offers portfolios with a total return objective	Mandatory	Positive
Client objective & needs: Income	Does 8AM offer portfolios with an income objective?	No 8AM does not offer portfolios with an income objective.	Mandatory	Negative
Client objective & needs: Hedging	Does 8AM offer portfolios with a hedging objective?	No 8AM does not offer portfolios with a hedging objective	Mandatory	Negative
Client objective & needs: Option or Leverage	Does 8AM offer portfolios with an option or leverage objective?	No 8AM does not offer portfolios with an option or leverage objective	Mandatory	Negative
Client objective & needs: Other	Does 8AM offer portfolios with any other objectives other than those considered above?	Yes 8AM offers total return portfolios with ESG focus	Mandatory	Positive

Specific Investment Needs

(G, E, S, O)	This may include green, ethical, ESG	Our MPS range includes investments within these parameters	Mandatory	Positive
I - Islamic	Islamic specific investment solutions	We do not offer Islamic investment solutions	Mandatory	Negative
Time Horizon: RHP - V, S, M, L, Neutral	V - very short (<1 year) S - Short (< 3 year) M - Medium (< 5 year) L - Long (> 5 years) Neutral	There is a minimum time horizon of 5 years+ for MPS portfolios	V - Mandatory S - Mandatory M - Mandatory L - Mandatory	V - Negative S - Negative M - Negative L - Positive
Maturity product: Maturity Date May be terminated early	Inclusion of structured products and direct bonds with specific maturity dates	MPS portfolios do not include any specific strategies for income over a specified time horizon. They do not hold any structured products or direct bonds. Investor may terminate investment in the MPS portfolio at any time.	Mandatory	Negative
Risk Indicators	Synthetic Risk and Reward Indicators (SRRI)			
SRRI, SRI and LMH	Summary Risk Indicator (SRI), LMH Low, Medium, High. Applicable to covers UCITS, PRIIPs, non PRIIPS and non UCITS	8AM does consider the various risk indicators of the underlying fund holdings. MPS is not defined in this manner.	Mandatory	Neutral

Channel: Execution only (R, P, B, Neutral)	Where a client comes to 8AM based on their own analysis and after being provided with the required before sale information	8AM does not offer an Execution only service	Mandatory	Negative
Channel: Non-Advised with Appropriateness (R, P, B, Neutral)	Where a client comes to the 8AM service based on an appropriateness test which verifies they have sufficient knowledge and experience. Non advised are investment services other than portfolio management and investment advice	8AM does not offer a non-advised with appropriateness service	Mandatory	Negative
Channel: Investment Advice (R, P, B)	Means that 8AM gives personal recommendations to a client, either upon their request or at the initiative of the investment firm, in respect of one or more transactions relating to financial instruments (Article 4 (1) (4) MiFID II).	8AM does not provide advice	Mandatory	Negative
Channel: Portfolio Management (R, P, B)	Means 8AM manages portfolios in accordance with mandates given by clients on a discretionary client-by-client basis where such portfolios include one or more financial instruments.	8AM does apply Portfolio Management services	Mandatory	Positive

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