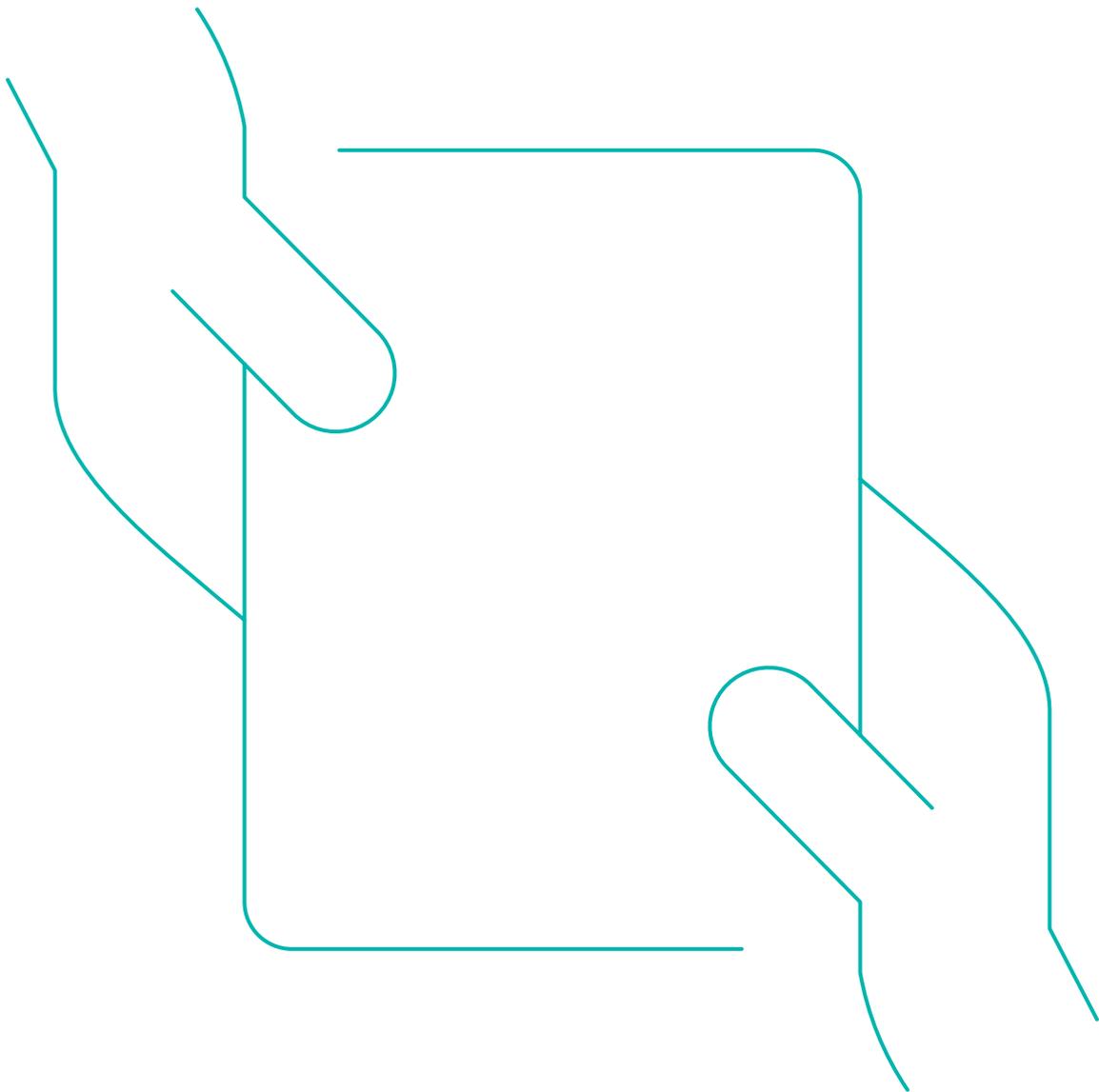


Key Features of the  
Policy within the Prudential ISA  
(including example illustrations and fund information)



## Important Information

The Financial Conduct Authority is a financial services regulator. It requires us, Prudential, to give you this important information to help you decide whether the Policy within the Prudential ISA is right for you. You should read this document carefully so that you understand what you are buying, and then keep it safe for future reference.

This document provides you with information about the key features, fund information and example illustrations for the Policy within the Prudential ISA.

It should be read along with the following documents to support you in making an informed choice, we have highlighted when they are relevant throughout this document:

- **Prudential ISA Terms and Conditions**  
Gives you the full terms and conditions of the contract.
- **Master Insurance Agreement – Customer Version**  
Contains the main terms and conditions of the PruFund Funds in the Policy in the Prudential ISA.
- **Your With-Profits Plan – A guide to how we manage the Fund (PruFund range of Funds)**  
This provides information on how our With-Profits Fund works, and our current approach to managing it.

These documents are available from us on our website [pru.co.uk/isa](https://pru.co.uk/isa)

All our literature is available in audio, large print or braille versions. If you would like one of these please contact us using the details on the last page.

# About the Prudential ISA

The Prudential ISA is a stocks and shares ISA provided by Link Financial Investments Limited who are the ISA plan manager.

Prudential provides the funds, the PruFund Funds, which are available to you in the ISA and Prudential manage these investment funds.

The PruFund Funds are made available in the Prudential ISA via a life insurance policy issued by Prudential Assurance Company Limited (The Policy).

This document provides you with information about the key features of the Policy only. For information about the Prudential ISA please see the **Prudential ISA Terms and Conditions** which are available from [pru.co.uk](http://pru.co.uk) or from Link Financial Investments Limited. You can find contact details in the section "How do get in contact".

If you invest in the Policy within the Prudential ISA, Link Financial Investments Limited will issue out any communications and provide all customer services.

## About the Policy within the Prudential ISA

The Policy is an agreement between The Prudential Assurance Company Limited, Link Financial Investments (Nominees) Limited and Link Financial Investments Limited by which the PruFund Funds are made available for investment through the Prudential ISA. The Policy is only available via the Prudential ISA.

If you invest in a PruFund Fund in the Prudential ISA through the Policy, the assets will be held on trust on your behalf by Link Financial Investments (Nominees) Limited in its capacity as the ISA Plan Manager's nominee. You don't hold any direct rights under the Policy.

The Policy offers a small amount of life cover if you die for which there is no additional charge. Please see the section "What happens if I die?" for more information.

## Its Aims

- The aim of the PruFund Funds in the Policy in the Prudential ISA is to grow the value of your investment over the medium to long term, at least 5-10 years.

## Your Commitment

- Your top-up payment needs to be a minimum of £250 into your existing fund(s).

You're required to keep a minimum of £500 invested in each of your PruFund Funds, although you'll be able to withdraw the full value of your investment from a particular PruFund Fund at any time if you wish. You will not be able to make a partial withdrawal until you have over £750 invested in a PruFund Fund.

You need to choose investments that best suit your needs and review them regularly to make sure they're still right for you and meet your investment goals.

- You will look to invest over the medium to long term, at least 5-10 years.
- You should review your investment decisions regularly to ensure they continue to meet your investment goals.

## Risks

We've highlighted the key risks you should be aware of before investing in this Policy:

- What you get back is not guaranteed.
- The value of an investment can go down as well as up and you may not get back the amount you put in.
- The value of your investment will depend on:
  - Payments you make or take.
  - Performance of your chosen fund(s).
  - Length of time your money has been invested.
  - Charges you pay.
- We may decide to reset the unit price of a PruFund fund to the unsmoothed price on a particular day, to protect the With-Profits Fund. There may also be occasions where we have to suspend the smoothing process for one or more PruFund funds for a period of consecutive days, to protect our With-Profits Fund. More information on smoothing can be found in "**Your With-Profits plan – A guide to how we manage the Fund**" and in the Master Insurance Agreement – Customer Version.
- For any fund, we may delay the buying, selling or switching of units. More information can be found on page 12.

For more information on the PruFund Funds available, and some of the features of these funds, please refer to the section 'What funds can I invest in?'

PruFund Funds have their own level of risk that you should be aware of before investing. Please refer to the section 'Risk and Potential Reward'.

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# Questions & Answers

This Q&A section explains how the PruFund Funds in the Policy in the Prudential ISA work.

## What is the Policy?

The Policy enables Prudential to offer you a range of PruFund funds to invest in through the Prudential ISA. The Policy is a life insurance policy issued by Prudential Assurance Company Limited (PACL).

The Policy offers a small amount of life cover if you die for which there is no additional charge. Please see the section "What happens if I die?" for more information.

## Is this Policy right for me?

You can invest in the Policy within the Prudential ISA if you're aged 18 or over and a UK resident.

You need to understand and accept the risks of investing and you may not get back what you have put in. You shouldn't invest if you can't invest for at least five years or don't feel you understand the risks associated with investing. Remember that the level of risk you take depends on the fund options you choose.

## How much can I invest?

The minimum investment is £500 per PruFund Fund, or regular payments of at least £50 per month per fund. For each tax year, there's a limit to the amount you can pay into your ISA – this is your annual ISA allowance which is set by HM Revenue and Customs. Tax is a complicated subject and you may wish to seek Financial Advice if you feel this will affect you. For more information please visit [pru.co.uk/tax](http://pru.co.uk/tax) or visit the HMRC website at [hmrc.gov.uk](http://hmrc.gov.uk)

You can only invest in one stocks and shares ISA per tax year.

## What funds can I invest in?

We offer five Risk Managed PruFunds. The funds available and their investment strategies are shown below.

- **Prudential PruFund Risk Managed 1 Fund**

The fund aims to achieve long-term total return (the combination of income and growth of capital). The fund is actively managed and aims to limit the fluctuations ('volatility') your investment experiences, after allowing for smoothing, to 9% per annum over the medium to long term. There is no guarantee that the fund will achieve its objective of managing the volatility to the target level.

- **Prudential PruFund Risk Managed 2 Fund**

The fund aims to achieve long-term total return (the combination of income and growth of capital). The fund is actively managed and aims to limit the fluctuations ('volatility') your investment experiences, after allowing for smoothing, to 10% per annum over the medium to long term. There is no guarantee that the fund will achieve its objective of managing the volatility to the target level.

- **Prudential PruFund Risk Managed 3 Fund**

The fund aims to achieve long-term total return (the combination of income and growth of capital). The fund is actively managed and aims to limit the fluctuations ('volatility') your investment experiences, after allowing for smoothing, to 12% per annum over the medium to long term. There is no guarantee that the fund will achieve its objective of managing the volatility to the target level.

- **Prudential PruFund Risk Managed 4 Fund**

The fund aims to achieve long-term total return (the combination of income and growth of capital). The fund is actively managed and aims to limit the fluctuations ('volatility') your investment experiences, after allowing for smoothing, to 14.5% per annum over the medium to long term. There is no guarantee that the fund will achieve its objective of managing the volatility to the target level.

- **Prudential PruFund Risk Managed 5 Fund**

The fund aims to achieve long-term total return (the combination of income and growth of capital). The fund is actively managed and aims to limit the fluctuations ('volatility') your investment experiences, after allowing for smoothing, to 17% per annum over the medium to long term. There is no guarantee that the Fund will achieve its objective of managing the volatility to the target level.

Asset allocations are regularly reviewed and may vary from time to time, but will always be consistent with the fund objective.

The PruFund Funds are only available through the Policy within the Prudential ISA.

**The maximum number of PruFund Funds you can hold at any one time is five.**

The range of PruFund Funds is designed to spread investment risk by investing in a range of different assets, and is managed by M&G Treasury & Investment Office (T&IO), which includes the team formerly known as Prudential Portfolio Management Group. The PruFund Funds are with-profits funds which operate under special rules relating to the sharing of profits and the smoothing of investment returns, and form part of Prudential's With-Profits Fund, into which the premiums from a number of different types of policy are paid.

Although these funds are invested in the same underlying fund, the returns on these funds may differ from the returns on the Prudential With-Profits Fund due to the smoothing process used and differences in the asset mix and the fund objectives.

The PruFund range of funds aim to grow your money over the medium to long term (5 to 10 years or more), while protecting you from some of the short-term ups and downs of direct stockmarket investments by using an established smoothing process. This means that while you won't benefit from the full upside of any potential stockmarket rises you won't suffer from the full effects of any downfalls either.

However, the value of your investment can go down as well as up. We may decide to reset the unit price of a PruFund fund to the unsmoothed price on a particular day, to protect the With-Profits Fund. There may also be occasions where we have to suspend the smoothing process for one or more PruFund funds for a period of consecutive days, to protect our With-Profits Fund.

Please refer to your **"Your With-Profits Plan – a guide to how we manage the Fund"** and the **"Master Insurance Agreement – Customer Version"**, which provides you with more information on smoothing.

# Risk and potential reward

Investing is about balancing the risk you're taking alongside the potential rewards that you want to achieve. Your attitude to investment risk is personal to you and may change in the future. Prudential rate the risk of each fund on a scale of 1 to 6 (1 being lower risk and 6 being higher risk). It's there to provide you with an indication of risk and potential reward.

The five PruFunds available through the Policy are currently rated at either 2, 3, 4 or 5 on this scale. If you're looking for a lower or higher risk investment, you may wish to consider alternative options. You should review your investments regularly to ensure they still meet your needs.



# Risk types for the PruFund Funds

| ISA Funds                              | Potential Reward and Risk Rating |          |                |          |          |  |                       |                         |       | Fund Charges and Costs       |                   |                  |
|--|----------------------------------|----------|----------------|----------|----------|--|-----------------------|-------------------------|-------|------------------------------|-------------------|------------------|
|  |                                  | Equities | Fixed Interest | Property | Currency | Smaller Companies and Developing Markets | Financial Instruments | Alternative Investments | Other | Annual Management Charge (%) | Further Costs (%) | Yearly Total (%) |
| Prudential PruFund Risk Managed 1 Fund | 2                                | ✓        | ✓              | ✓        | ✓        | ✓  | ✓                     | ✓                       | ✓     | 1.06                         | 0.22              | 1.28             |
| Prudential PruFund Risk Managed 2 Fund | 3                                | ✓        | ✓              | ✓        | ✓        | ✓  | ✓                     | ✓                       | ✓     | 1.06                         | 0.24              | 1.30             |
| Prudential PruFund Risk Managed 3 Fund | 3                                | ✓        | ✓              | ✓        | ✓        | ✓  | ✓                     | ✓                       | ✓     | 1.06                         | 0.26              | 1.32             |
| Prudential PruFund Risk Managed 4 Fund | 4                                | ✓        | ✓              | ✓        | ✓        | ✓  | ✓                     | ✓                       | ✓     | 1.06                         | 0.27              | 1.33             |
| Prudential PruFund Risk Managed 5 Fund | 5                                | ✓        | ✓              | ✓        | ✓        | ✓  | ✓                     | ✓                       | ✓     | 1.06                         | 0.29              | 1.35             |

## Risk types

Funds can invest in different types of assets. There are many types of risks but generally, the higher the potential returns, the higher the risk.

Some funds can invest in more than one asset type to try and reduce the risk of losing money. This means they are not relying on the performance of an individual asset or assets of the same type. This is known as diversification.

You will find more information and definitions for each of the risk types by visiting [pru.co.uk/risktypes](https://pru.co.uk/risktypes). Please refer to the table above for the risk types that apply to the available funds.

## Some key considerations

These risk rating categories have been developed by Prudential to help provide an indication of the potential level of reward and risk that's attributable to a fund based on the type of assets which may be held within the fund.

Other companies may use different descriptions and, as such, these risk rating categories should not be considered as generic to the fund management industry.

Prudential will keep the risk rating categories under regular review and, as such, they may be subject to change in the future.

Where a risk rating is amended as a result of a material change in our view of the level of risk for the fund, for example, due to a significant change to the assets held by the fund or in the way the fund is managed, information will be provided on the new risk rating.

We strongly recommend that before making any fund choice in the future you ensure you understand the appropriate risk ratings at that time.

## What are the charges and costs?

### Annual Management Charge

We take an Annual Management Charge (AMC) from each of the funds you invest in. This is the charge you pay to invest in a fund. Any further costs shown are expenses which are borne by the fund. Together they add up to the Yearly Total. These are shown in the table on the previous page.

The Annual Management Charge (AMC) of each PruFund Fund is 1.06%, which is taken by deducting units of the appropriate PruFund Fund each month.

The AMC you pay on your PruFund Funds may be lower depending on the total value of your PruFund Funds in your Prudential ISA when the charge is calculated each month. The effective AMC you'll pay, taking account of any discount that applies to you, will be as follows:

| Total value of your PruFund holdings in your Prudential ISA | Discount (%) | Effective AMC (%) |
|---|--------------|-------------------|
| Less than £100,000  | 0.00         | 1.06              |
| £100,000 to £249,999.99                                     | 0.05         | 1.01              |
| £250,000 to £499,999.99                                     | 0.10         | 0.96              |
| £500,000 to £749,999.99                                     | 0.15         | 0.91              |
| £750,000 to £999,999.99                                     | 0.175        | 0.885             |
| £1,000,000 and over   | 0.20         | 0.86              |

For example, if the value of your PruFund Fund holdings was £105,000 when the charge was calculated, the effective AMC would be 1.01%.

The AMC will be deducted for PruFund on the Monthly Transaction Date (MTD), based on the PruFund units held on that date (with no pro-rata adjustment). No proportionate AMC is taken on units deducted prior to MTD. Please refer to your **Master Insurance Agreement – Customer Version** for further information.

If the fund charges exceeds the return earned, your fund will go down in value. Fund charges may vary in the future and may be higher than they are now.

## Further costs

In addition to our annual charges, there may be further costs incurred. Where these are applicable, they're paid for by the fund and will impact on the overall performance. Some examples of what these further costs might include are shown below. These aren't listed in order of importance, they won't necessarily apply to all funds, and this isn't an exhaustive list.

| Name   | What this means  | Where appropriate, are they included in the further costs figures we show in this document? |
|--|--|---|
| Miscellaneous fund administration fees and costs | There can be a number of different administration fees and costs associated with funds. These can include, for example, audit fees, custody fees, infrastructure costs, registrar fees, regulatory fees, stock lending fees, and trustee fees.   | Yes.  |
| Performance fees                                 | In some funds the fund managers are paid a fee depending on how they perform.  | No, but if they're applicable they will impact on the performance of a fund.                |
| Property expenses                                | For funds that invest in property, either directly (i.e. the fund owning physical property) or indirectly (i.e. owning units in a property fund or shares in a property company) there are costs incurred for managing these properties. These can include costs for development, maintenance, oversight and renovation of the properties held, collecting rents, and managing tenants, as well as running costs that cannot be passed onto tenants. | Yes.  |
| Transaction costs                                | When a fund manager trades the investments in a fund (for example, makes a decision to sell one holding and buy another) there are associated costs, for example taxes.  | No, but if they're applicable they will impact on the performance of a fund.                |

Further costs might be incurred by a Prudential fund or, where it's applicable, any fund our fund invests in.

Your illustration will show the fund Annual Management Charge(s) and further costs applicable to the chosen fund(s).

Fund charges and further costs may vary in future and they may be higher than they are now. We'll write to you if an AMC goes up for a fund you're invested in. As it's normal for further costs to vary over time we won't contact you when they change. If fund charges exceed the return earned, the fund will go down in value.

The further costs listed in this guide are indicative, based on the current levels of costs, and are correct as at 22 January 2024.

## Can I switch between my PruFund Funds?

You can switch your money between PruFund Funds, however this would only be to a PruFund Fund you already hold. If you would like to switch to a PruFund Fund you do not hold then please speak to a financial adviser. We don't currently charge you for switching but we'll let you know if this changes.

The minimum amount you can switch is £500. If you're not switching the full value of your investment from a particular PruFund Fund, you must leave at least £500 in each fund(s).

If you'd like to switch money out of a PruFund, this will be done 28 days after your request is received, using the unit price at the end of the waiting period. If you choose to make a switch request, it cannot be cancelled and only one switch can be made per quarter. The quarter dates are: 25 February, 25 May, 25 August, 25 November.

## How can I access my money?

You can access your money at any time through Link Financial Investment Limited who are the Prudential ISA Plan Manager.

You can make:

- full,
- partial and/or,
- regular withdrawals.

### Full and partial withdrawals

The ISA Plan Manager might delay your withdrawal, including transfers from any PruFund, for up to 14 days once they receive your request. They'll use the unit prices on the 14th day.

We currently don't apply the 14-day waiting period (or use the relevant unit price at the end of the waiting period), but we reserve the right to do so if we believe it's in the best interests of our PruFund investors. If you'd like more information please read "**Your With-Profits Plan – A guide to how we manage the Fund**".

- If taking a partial withdrawal from a fund, you must take a minimum of £250 from that fund and,
- You must leave at least £500 in a fund, if you're not withdrawing the full value of your investment in that fund.

Any money you take from your ISA will reduce the value of your investment.

### Regular withdrawal

You can take a regular withdrawal;

- Monthly,
- Three monthly,
- Six monthly or,
- Yearly.

Your regular withdrawal can be paid on either the 5th or 20th of the month of payment.

If the payment day falls on a weekend or a bank holiday, payment will be made on the next working day. Your payments should arrive in your nominated bank account within four working days of the payment date.

- You must take a minimum of £50 on each occasion from each fund you want to take a regular withdrawal from.
- You must leave at least £500 in any fund you are taking a regular withdrawal from.
- A regular withdrawal from a fund will stop if the withdrawal from that fund would leave less than £500 in that fund. If this happens, it means your total regular withdrawal amount might stop, or be for a reduced amount.

The total value of the regular withdrawals to be taken in any 12 month period must not exceed 100% of the value of your Prudential ISA. This calculation is performed when the withdrawal is established, on its re-commencement following any suspension, or should the amount be increased.

### Are there any potential delays?

We might delay the buying, selling and switching of units in any fund. We wouldn't expect delays to be any longer than reasonably necessary. And, no longer than the maximum period in the current ISA regulations (currently 30 days). If a delay will apply to you, we'll let you know.

For details please see the **Master Insurance Agreement – Customer Version**.

### How will I know how my investment is doing?

Link Financial Investment Limited, the ISA Plan Manager, will send you a statement every three months. If you'd prefer you can also call them for an up-to-date valuation of your investment. Please refer to the "Get in touch" section for full contact details.

### What happens to the Policy within the Prudential ISA if I die?

The Policy will pay out 100.1% of the value of your investment in the PruFund Funds.

### Can I change my mind?

When you invest in the Policy within the Prudential ISA, the ISA Plan Manager will send you a Cancellation Notice. You'll then have up to 30 days from when you receive this to change your mind.

For regular savings, the cancellation rights apply to the first payment.

If you cancel within 30 days, you'll receive 100% of the amount invested in the relevant PruFund Funds from the Plan Manager.

# Illustration of what I might get back from the Prudential ISA

## Important information on example illustrations

It's a regulatory requirement for Prudential to provide you with information on the PruFund available in the Policy within the Prudential ISA.

The Financial Conduct Authority sets standard growth rates that can be used in illustrations.

The purpose of the illustration is to show you what you might get back if you were to invest single or regular investments into the PruFund Risk Managed 2 Fund. The projected values assume that no withdrawals have been taken.

Please note:

- Inflation would reduce what you could buy in the future with the amounts shown.
- The PruFund Funds have no fixed term.
- The figures in this document are only examples and are not guaranteed – they are not minimum or maximum amounts you might expect to get back.
- Projections are calculated using a middle growth rate, which we believe realistically reflects the investment potential of our products and funds. For this illustration, we are also required by our regulator to provide projections using assumed growth rates 3% either side of this middle rate. In some circumstances, yearly growth rates have been limited as required by our regulator, for funds in an ISA to 2% (lower rate), 5% (middle rate) and 8% (higher rate).
- Charges and costs may vary.
- What you get back depends on how your investment grows, any withdrawals you make and the charges. The value of your investment can do down as well as up and you may not get back the amount you put in.
- You could get back more or less than the examples shown and it may be less than the amount paid in.
- You can keep your money invested in your account for as long as you want while the Prudential ISA remains open for investment.
- You will receive a statement every three months to allow you to keep track of your ISA.

## What are the charges and costs?

The figures below take account of the fund charges and costs explained in the section “What are the charges and costs?”.

## What might I get back

The figures below take into account deductions for the fund charges and costs.

### A. Lump sum investments

#### Lump sum investment over five years

If you invest £10,000 into a PruFund Fund and remain invested for five years, your investment could be worth:

- £10,300 if investments grew at 2%
- £11,900 if investments grew at 5%
- £13,700 if investments grew at 8%

#### Lump sum investment over ten years

If you invest £10,000 into a PruFund Fund and remain invested for ten years, your investment could be worth:

- £10,700 if investments grew at 2%
- £14,300 if investments grew at 5%
- £18,900 if investments grew at 8%

### B. Regular monthly payments

#### Regular monthly payments over five years

If you invest £100 into a PruFund Fund each month for five years, you would have invested £6,000 and your investment could be worth:

- £6,100 if investments grew at 2%
- £6,580 if investments grew at 5%
- £7,080 if investments grew at 8%

#### Regular monthly payments over ten years

If you invest £100 into a PruFund Fund each month for ten years, you would have invested £12,000 and your investment could be worth:

- £12,400 if investments grew at 2%
- £14,400 if investments grew at 5%
- £16,800 if investments grew at 8%

## Cost of sale

For the investment amounts used in this illustration we will incur associated sales costs of approximately £120 if you make a lump sum investment. For a regular contribution the cost will be £14. This cost has already been accounted for within the figures detailed in these illustrations and doesn't represent an additional charge to be taken from your Policy.

## How do the charges and costs impact my return?

Each section in the table below shows what you could get back if you cash in your ISA assuming the investment grows at 5% each year.

The deductions include the AMC and Further Costs already disclosed on the earlier pages, and will have an effect of reducing your investment growth.

|                                 | At the end of year | Total paid in to date | Total actual deductions to date | Effect of deductions to date | What you might get back |
|---------------------------------|--------------------|-----------------------|---------------------------------|------------------------------|-------------------------|
| Single premium £10,000          | 1                  | £10,000               | £135                            | £135                         | £10,300                 |
|                                 | 3                  | £10,000               | £421                            | £442                         | £11,100                 |
|                                 | 5                  | £10,000               | £729                            | £803                         | £11,900                 |
|                                 | 10                 | £10,000               | £1,600                          | £1,980                       | £14,300                 |
| Regular £100 monthly investment | 1                  | £1,200                | £9                              | £9                           | £1,220                  |
|                                 | 3                  | £3,600                | £76                             | £79                          | £3,800                  |
|                                 | 5                  | £6,000                | £215                            | £228                         | £6,580                  |
|                                 | 10                 | £12,000               | £911                            | £1,040                       | £14,400                 |

## Reduction In Yield

Putting it another way, this would have the same effect as reducing the assumed investment growth we used from 5% a year down by 1.3% to 3.7%. This is the same regardless of the term. These figures have been calculated based on the assumptions mentioned in the tables on the previous page.

This is called the "Reduction in Yield" and can be a useful means of comparing charges and costs of different investment products.

## Communicating with you

The plan documentation and Terms and Conditions are in English and all communications with you will be in English.

## How to make a complaint

If you have a complaint about your Prudential ISA, please call Link Financial Investments Limited with the details of your complaint on **0344 335 8936**.

If you'd rather write, send the details to:

**LFI Investor Services**  
**PO Box 384**  
**Darlington**  
**DL1 9RZ**

All complaints about the Prudential ISA must be directed to Link Financial Investments Limited at the address shown above.

If you have a complaint about the service we, Prudential, have provided you, please call **0345 640 1000**, or write to us at

**Prudential**  
**Lancing**  
**BN15 8GB**

If you are not satisfied with the response, you can take your complaint to the Financial Ombudsman Service listed below.

**The Financial Ombudsman Service**  
**Exchange Tower**  
**London**  
**E14 9SR**

Telephone: **0800 0 234 567**

**[financial-ombudsman.org.uk](https://financial-ombudsman.org.uk)**

Making a complaint to the Financial Ombudsman Service is free and will not affect your right to take legal action.

## Your client category

The Financial Conduct Authority is a financial services regulator. The Financial Conduct Authority asks companies to categorise their clients based on their involvement in and familiarity with financial services. This is a way of making sure the right information is sent to the right people. For example, information for an individual customer should assume less knowledge than information for a financial services company.

We classify you as a "retail client" under Financial Conduct Authority rules. This means you'll receive the highest level of protection for complaints and compensation, and that you'll receive information in a straightforward way.

If you have any questions about your client category, please call Link Financial Investment Limited the ISA Plan Manager on **0344 335 8936**. The opening hours are 8:30am to 5:00pm Monday to Friday. Calls may be monitored or recorded for quality and security purposes.

## Conflict of interest

A conflict of interest is a relationship or arrangement that is not, or appears not to be, in the best interest of the organisation or its customers. We have drawn up a policy to deal with any such conflicts and ensure that business is conducted with integrity.

If you would like to know the full details of the Conflict of Interest Policy, please contact the Customer Services Team on **0344 335 8936**.

## Financial strength

Prudential meets regulatory standards for meeting its financial obligations. You can read our solvency and financial conditions reports at **[pru.co.uk/about\\_us](https://pru.co.uk/about_us)**, or if you contact us we can post some information to you.

## Law

The Law of England and Wales applies to the Policy within the Prudential ISA.

## Terms and conditions

This key features document gives a summary of the Policy within the Prudential ISA. It doesn't include all the definitions, exclusions, terms and conditions. The details of the legally binding contract between you and Link Financial Investments Limited in respect of the Prudential ISA are contained the ISA Terms and Conditions.

## Compensation

The products Prudential Assurance Company Limited (PACL) offer are covered by the Financial Services Compensation Scheme (FSCS). If we get into financial difficulties, you may be able to make a claim. The FSCS is an independent body set up by Government to provide compensation for people where their authorised financial services provider gets into financial difficulties and becomes unable, or unlikely to be able, to pay claims against it. This circumstance is referred to as being 'in default'.

Losses, which may result from poor investment performance, are not covered by the FSCS.

### Where does FSCS protection apply?

There is FSCS coverage if PACL is 'in default'.

- If you hold the Prudential PruFund funds, then they're protected 100% in the event of PACL being 'in default'.

The ISA Terms and Conditions explain the cover applicable for other funds available through the Prudential ISA.

You can find out more information on the FSCS at [pru.co.uk/fscs](http://pru.co.uk/fscs), or you can call us.

Information is also available from the Financial Services Compensation Scheme.

Visit their website: [fscs.org.uk](http://fscs.org.uk)

Or write to:

**The Financial Services Compensation Scheme**  
**PO Box 300**  
**Mitcheldean**  
**GL17 1DY**

Or call the FSCS: Telephone: **0800 678 1100**

## Financial Conduct Authority Registration

Prudential Assurance Company Limited is authorised and regulated by the FCA, FCA Register No. 139793. Prudential Assurance Company Limited is the provider of the PruFund Funds.

Link Financial Investments Limited ('LFI') is authorised and regulated by the Financial Conduct Authority, FCA Register No. 169586. The main business of LFI is ISA management.

Further information in relation to Prudential and LFI may be obtained from the FCA Register by visiting the FCA website at [fca.org.uk](http://fca.org.uk)

You can contact the Financial Conduct Authority at:

**The Financial Conduct Authority**  
**12 Endeavour Square**  
**London**  
**E20 1JN**

Email: [consumer.queries@fca.org.uk](mailto:consumer.queries@fca.org.uk)

# Get in touch

## How to get in contact



Call Link Financial Investments Limited the ISA Plan Manager on **0344 335 8936** Monday to Friday 8:30am-5pm (we are not open on public holidays). We might record your call for training and quality purposes. To find out more about how we use your personal data please see our Data Privacy Notice on [pru.co.uk/mydata](https://pru.co.uk/mydata)



Website: [pru.co.uk](https://pru.co.uk)



Write to: **LFI Investor Services, PO BOX 384, Darlington DL1 9RZ**



We would like everyone to find it easy to deal with us. Please let us know if you need information about our plans and services in a different format. All our literature is available in audio, large print or braille versions. If you would like one of these please contact us on: **Prudential, Lancing BN15 8GB**

Please let Link Financial Investments Limited know about any changes to your details so you can be kept up-to-date with important information.



[pru.co.uk](https://pru.co.uk)

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