Product name: Credit Assist & Credit Assist Extra Mortgage Range

Information sheet produced: July 2026

Our approach to meeting the Products & Services Outcome and Price & Value Outcome – Information for distributors of the Product

This summary document is being provided to you to fulfil our responsibilities under PRIN 2A.4.15R and PRIN 2A.3.12 R (2). -

It is designed to support you to comply with your responsibilities under PRIN 2A.3.16 R and PRIN 2A.4.16 R. Please note that you are ultimately responsible for meeting your obligations under 'The Consumer Duty'.

This information is intended for intermediary use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- Our Credit Assist product range continues to meet the needs, characteristics, and objectives of customers in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The Product provides fair value to customers in the target market (i.e. the total benefits are proportionate to total costs).

2. Product characteristics & benefits

The products are designed to meet the needs of the target group, primarily new and existing customers looking for a residential mortgage who may struggle to secure borrowing due to an impaired credit history. The product features and criteria are designed to support these needs.

- Fixed or Variable Rates
- Loan to value up to 85% (subject to eligibility criteria) and maximum loan amount of £400,000
- The product may require the payment of a product fee on application or completion
- Products may offer options with no early repayment charges
- Products may offer fee free options and / or free valuation and legal fees
- Mortgage Term of up to 40 years
- Products are available for purchases, remortgages and product switches
- Products available for Repayment loans only
- The products must be secured on residential property or second home and are available for new and existing homes, including new build properties (subject to eligibility criteria)

Full eligibility criteria can be accessed on our intermediary website via https://www.cambridgeforintermediaries.co.uk/

3. **Target market assessment and distribution strategy**

This target market assessment matrix segments the target customers for the Product, recognising their different needs to enable you to tailor the services you provide when you distribute the Product.

Customer Circumstances	Distribution Strategy	Customer Needs & Objectives
Customers looking to purchase a property, this may include First Time Buyers (purchase)	Available through Direct, Intermediary* & Online channels. Applications can be through advised sale only.	• Access to a choice of products terms • A choice of fixed or variable product rate • Access to loans that would normally been unavailable to them • A repayment mortgage to clear the capital by the end of the term
Customers looking to move their current mortgage to a new provider (remortgage)	Available through Direct, Intermediary* & Online channels. Applications can be through advised sale only.	
Existing customers of the Cambridge Building Society looking to borrow additional funds (further advance)	Available through Direct, Intermediary* & Online channels. Applications can be through advised sale only.	

***Intermediary distribution through:**
• Networks and their Appointed Representatives.
• Mortgage clubs.
• Directly authorised mortgage intermediaries.
All intermediaries must be registered with us.

The Product is not designed for individuals who:

- Are severely credit impaired
- Do not meet our lending or property criteria
- Are under 18
- Are not resident in the UK
- That are able to pass our standard credit decisioning

4. **Customers with characteristics of vulnerability**

These products are designed for a specific target market. Mortgage Advisers and third party distributors should take account of individual customer needs and circumstances in this regard, such as First Time Buyers and those who have suffered from credit issues previously (Credit impaired).

First Time Buyers are less likely to have a comprehensive understanding of mortgages or the mortgage market. Therefore, they may require additional advice and support to ensure they understand the information being presented to them and the implications of the arrangement they are entering into to reduce the risk of harm occurring.

Credit impaired customers will have suffered from previous credit uses. Therefore, they may require additional advice and support to ensure they are entering into an affordable, suitable mortgage agreement and understand the importance of maintaining their monthly payments on a loan that is secured against their property.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this Product to ensure the Product meets their needs.

We have also considered the Product to assess whether it will meet the identified needs, characteristics, and objectives of the target market, including customers in the target market who have characteristics of vulnerability.

We have in place a framework to achieve good outcomes for vulnerable customers, which includes:
• Education and training for our staff to ensure they have the appropriate skills and experience to recognise and respond to the needs of vulnerable customers.
• Suitable customer service provision and communications.
• Flexible policies, where appropriate, to support vulnerable members
• Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

Intermediaries should continue to comply with your obligations to ensure that you treat customers in vulnerable circumstances fairly.
Please contact us if you need any further information about how we support the needs of all our customers in relation to the Product.

5. **Our assessment of value**

We have developed a comprehensive and robust assessment process which evaluates several aspects of our business to determine the value of our mortgage product. This analysis is used to ascertain whether the Product delivers fair value for customers.

The outcomes of the assessment process are presented to the Product & Pricing Committee, allowing for challenge and further investigation before we sign-off the outcomes and share the summary of our assessment with you.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
The range of features that the Product provides, the quality of the Product, the level of customer service that is provided and any other features that the Product may offer.	The interest rates, fees and charges customers pay for the Product, comparable market rates, advice fees paid to intermediaries and non-financial costs associated with operating the Product.	The cost of funding the Product from design to production and ongoing maintenance	Any limitations on the scope and service we provide or the features of the Product.

<u>Results of our assessment</u>

Our assessment concluded that the Product continues to deliver fair value for customers in the target market for the Product.

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