

## Target Market Assessment

---

### Product: Puma VCT 13 plc

Puma VCT 13 plc invests in growing small and medium sized VCT-qualifying companies with experienced management teams that operate in sectors providing structural support for growth. The primary objective of Puma VCT 13 plc is to generate positive returns for investors, initially through capital growth and then later through annual dividends.

---

### Type of clients:

Retail and professional clients.

### Clients' knowledge and experience:

Clients, or the adviser in the case of advised clients, have a high level of knowledge and experience of:

- VCT-qualifying investments and risks involved;
- Potential limitations of portfolio diversification undertaken by the fund manager;
- Potentially illiquid investments where access to capital is not guaranteed;
- Tax Reliefs, understanding that the full range of tax reliefs that come with VCT investing may vary as result of the Product being able maintain its VCT status, changing Tax Rules and personal circumstances; and
- The main assumptions behind the investment proposition, and understand the scenario analysis performed by the manufacturer

### Clients' financial situation and ability to bear losses:

Clients want access to the tax advantages associated with VCT products, and are willing and able to:

- Bear a full loss (100%) of funds invested;
- Invest for a minimum of 5 years to benefit from upfront Income Tax Relief; whilst understanding that the recommended holding period for the investment is 10 years;
- Access adequate alternative sources of income and capital to maintain their lifestyle needs given that they may not have easy access to their capital tied up in this investment.

### Clients' risk tolerance and compatibility of the risk/reward profile of the product with the target market:

The Client is willing to accept a higher degree of capital risk in order to obtain tax benefits and potential investment return from investing in VCT qualifying companies that may exhibit high growth. Due to the characteristics of the types of investments held by the Product, it has a high risk and reward profile and is therefore compatible with Clients that have a high-risk tolerance

**Clients' objectives and needs:**

The objective of the Client is to:

- Target capital growth initially with subsequent returns coming from dividend income;
- Invest over a long-term investment horizon;
- Benefit from Income Tax Relief; and
- Benefit from tax-free capital growth and tax-free income dividends.

**Clients who should not invest (the 'negative target market'):**

The Product is not intended for Clients that:

- Lack the requisite knowledge and experience of risks associated with high risk and potentially illiquid investments, or Clients that have not been suitably advised of these risks;
- Have less than a high tolerance towards risk and tend to be more risk averse;
- Require full capital protection;
- Require immediate dividend income;
- Require guaranteed, and immediate, access to their investment; and
- Intend to invest over a horizon shorter than 5 years;

**Distribution channel:**

In respect of the target market analysis detailed above, the optimal retail distribution channel for the product is via advised sales.