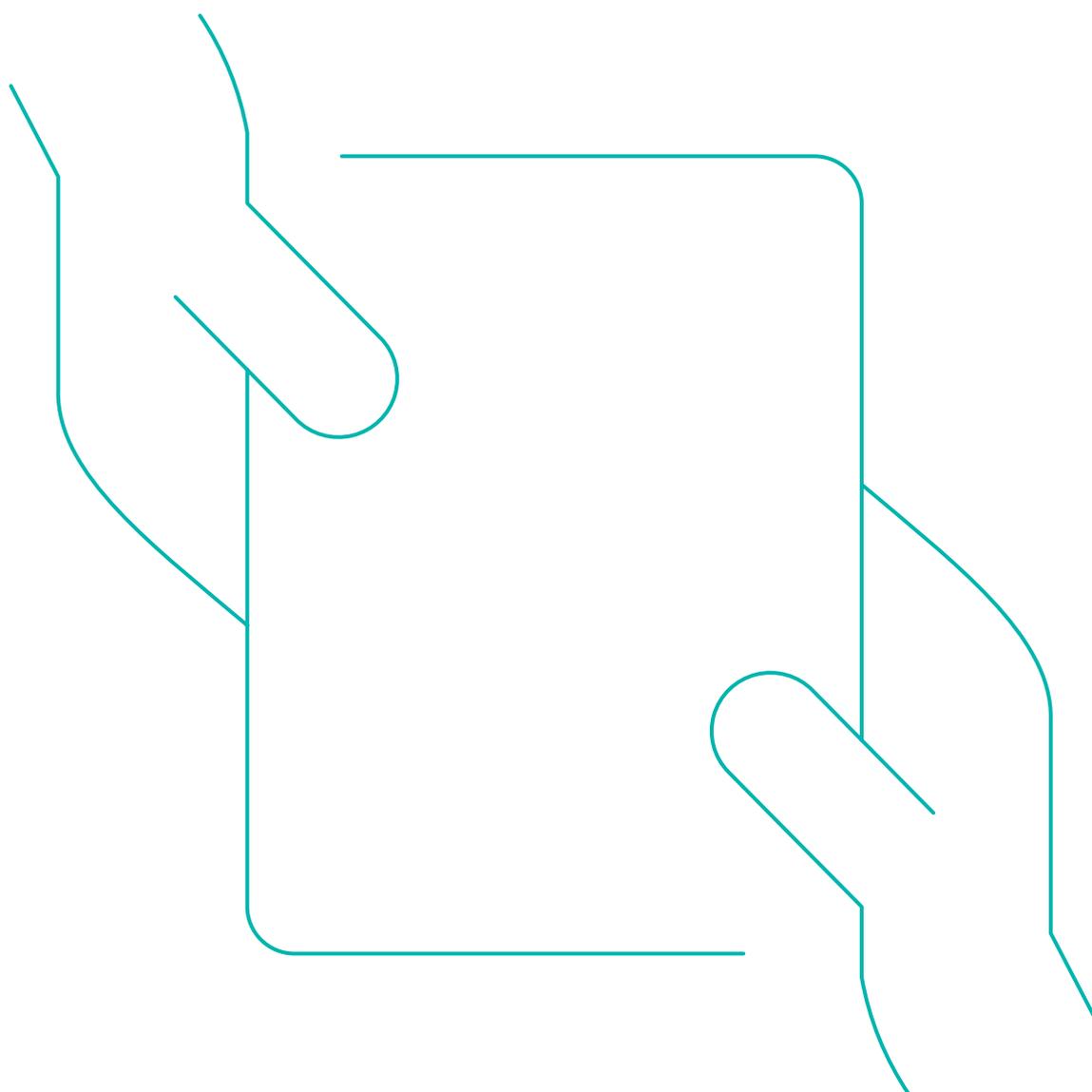


Key Features of the  
The Life Insurance Policy  
within the Prudential ISA





# Contents

About the Prudential Individual Savings Account (ISA)	4	Can I change my investments?	7
About the Life Insurance Policy within the Prudential ISA	4	What if I stop making payments?	7
Its aims	4	What are the PruFund Fund charges and costs?	7
Your commitment	4	How do I take money out of the Life Insurance Policy?	7
Risks	4	How will I know how my Life Insurance Policy is doing?	8
Other documents you should read	5	What happens to the Life Insurance Policy if I die?	8
Questions & Answers	6	What if the Life Insurance Policy isn't right for me?	8
Is the Life Insurance Policy right for me?	6	Other information	9
How much can I pay in to my policy?	6	Get in touch	11
Where are my payments invested?	6		

We'd 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**

If you're a Deaf customer, who's also a British Sign Language (BSL) user, you can get in touch using a Video Relay service. The service, provided by SignVideo, connects customers to fully qualified, registered NRCPD interpreters who will relay your conversation with a member of our customer service team.

[pru.co.uk/contact-us/signvideo](http://pru.co.uk/contact-us/signvideo)

There's no cost for using this service to call us and we're available to help you Monday to Friday, 8am to 6pm.

It's important for you to decide whether this product is right for you and what funds to choose.

You should read our **Key Information Document** and relevant **Investment Option Document(s)**. These include important information which may help you make up your mind.

You should receive them with your application form. Please keep these documents safe for future reference or go to our website at [pru.co.uk/pro-docs/PISA](http://pru.co.uk/pro-docs/PISA) for the most up to date version.

# About the Prudential Individual Savings Account (ISA)

Link Financial Investments Limited provide the Prudential ISA. Link are the ISA Plan Manager and they're responsible for all regulatory and legal aspects of the ISA and provide all customer services, including sending out contract notes, statements and other post-sales communications. All communications will be Link Financial Investments Limited branded.

## About the Life Insurance Policy within the Prudential ISA

If you invest in a PruFund Fund in the Prudential ISA through the Life Insurance Policy, the assets will be held in 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 Life Insurance Policy.

The Life Insurance 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 Life Insurance Policy is only available through the Prudential ISA.

## Its aims

### What this plan is designed to do

- Give you access to a range of PruFund Funds to match your investment objectives and attitude to investment risk.

## Your commitment

### What we ask you to do

- You need to make a one-off investment per fund or make regular monthly investments when you invest in a PruFund through the Life Insurance Policy.
- You need to keep a minimum of £500 invested in each of your PruFund Funds.
- Your plan is designed for you to invest for 5 to 10 years or more.
- You need to choose investments that suit your needs and keep them under regular review, with your adviser.

## Risks

### What you need to be aware of

Investing money can be rewarding, but it's not without risk. We've highlighted the key risks you should consider before investing in this product.

- The value of your investment can go down as well as up so you might get back less than you put in. If you take more money from the plan than the amount your investment has grown by, the value of your investment will be less than you've put in.
- Each PruFund Fund has its own level of risk and potential growth.
- You can find more information about each fund's risk profile in your **Fund Guide**.
- If the total charges and costs are more than any overall growth achieved, your plan will fall in value.
- For any fund, we might delay the buying, selling or switching of units.

If you'd like more information, please see the **Master Insurance Agreement – Customer Version**.

## Other documents you should read

It is important you read our **Key Information Document** and relevant **Investment Option Document(s)**. If you want to invest in a PruFund then please read the following documents. We've highlighted when they are relevant throughout this document.

They are all available from your adviser or direct from us. Our contact details are on the last page.

- **The ISA Terms and Conditions**

Gives you the full terms and conditions of the contract.

- **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.

- **Master Insurance Agreement – Customer Version**

Contains the main terms and conditions of the PruFund Funds available in the Prudential ISA.

- **Fund Guide**

This explains your investment choices.

# Questions & Answers

## Is the Life Insurance Policy right for me?

The Life Insurance Policy within the Prudential ISA is intended for investors with a lump sum to invest for the medium to long term (five to ten years or more) using a choice of PruFund funds.

These provide some protection from some of the extreme short-term ups and downs of direct stock market investment through an established smoothing process.

It aims to provide you with some protection from the extreme short-term ups and downs of direct investment. This means that while you won't benefit from the full upside of any potential stock market rises, you won't suffer from the full effects of any downturns either.

## How much can I pay in to my policy?

The current maximum is £500,000. In some circumstances, we might accept investments larger than £500,000.

The minimum top-up into your existing fund(s) is £250 or £500 into a new fund.

There's an annual allowance you can put in to your ISA. If you'd like to find out more information on the limit, go to [gov.uk/individual-savings-accounts](https://www.gov.uk/individual-savings-accounts)

## Where are my payments invested?

If you decide to invest in the Life Insurance Policy within the Prudential ISA, you can invest your money in a range of PruFund Funds, while they remain available.

The funds available are:

- PruFund Risk Managed 1 Fund
- PruFund Risk Managed 2 Fund
- PruFund Risk Managed 3 Fund
- PruFund Risk Managed 4 Fund
- PruFund Risk Managed 5 Fund
- PruFund Cautious Fund
- PruFund Growth Fund

You can only invest in a maximum of five PruFund Funds at one time. The PruFund Funds are designed to spread investment risk by investing in a range of different assets – they are managed by M&G Treasury & Investment Office (T&IO).

The PruFund Funds are with-profits funds which are subject to particular rules relating to the sharing of profits and the smoothing of investment returns. They 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.

There is more information about the PruFund Funds available and the objectives of each fund in your **Fund Guide**.

## What are they designed to do?

The PruFund Funds are designed to deliver smoothed growth by investing in a diverse asset mix and applying a smoothing process.

This aims to give you a more stable rate of growth than you could expect to get if you were directly exposed to the daily changes in the performance of the underlying assets of the fund.

The value of your investment can go down as well as up so you might get back less than you put in.

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 see **Your With-Profits Plan – a guide to how we manage the Fund (PruFund range of funds)** for more information on smoothing.

## Can I change my investments?

Yes, you can switch your money between the PruFund Funds whenever you like. There's currently no charge for this, although we might change our charges in the future.

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 need to leave at least £500 in each fund(s).

If you're switching you need to consider these rules:

- The ISA Plan Manager will make all switches out of any PruFund Fund 28 days after they receive the request. They will use the unit prices on the 28th day.
- You can only make one switch per quarter. The quarter dates are:
  - 25 February,
  - 25 May,
  - 25 August,
  - 25 November,

or the next working day if the quarter date is a weekend or a public holiday.

- Once you make a switch request you can't cancel it.

## What if I stop making payments?

If you stop making payments into your policy we will continue to take charges.

## What are the PruFund Fund charges and costs?

An Annual Management Charge (AMC) is taken for each PruFund Fund by deducting a percentage of units of the relevant PruFund Fund each month.

This is the charge you pay to invest in a fund.

You may be entitled to a reduction to the AMC you pay on any PruFund Funds you hold in your Prudential ISA. Any reduction to the AMC is dependent on the total value of PruFund Funds held in your Prudential ISA.

Please contact your adviser for more information.

## Further costs incurred by the funds

In addition to our charges, there may be further costs incurred, which can vary over time. Where these are applicable, they are paid for by the relevant fund and will impact on its overall performance.

For more information on these further costs, please look at the current **Fund Guide** for this product.

We provide example illustrations to show how charges and costs might affect your plan for different investment scenarios. Please contact your adviser for more information.

Charges and costs may change in the future.

## How do I take money out of the Life Insurance Policy?

Yes, you can take your money out at any time through the ISA Plan Manager.

You can make:

- full,
- partial or,
- regular withdrawals.

### Regular withdrawals

You can take a regular withdrawal on either the 5th or 20th of each month, or the next working day if either of those days falls on a weekend or Bank Holiday. Your payment will be made four working days after the date of each withdrawal.

- (i) You must take a minimum of £50 on each occasion from each fund and,
- (ii) You must leave at least £500 in that fund, if you're not withdrawing the full value of your investment in it.

The maximum annual limit for regular withdrawals is 7.5% of the fund value.

## Full or partial withdrawals

The ISA Plan Manager might delay your full or partial withdrawals, including transfers from any of the PruFund Funds, for up to 14 days once they receive your request. They will use the unit prices on the 14th day.

- (i) You must take a minimum of £250 on each occasion from each fund and,
- (ii) You must leave at least £500 in that fund, if you're not withdrawing the full value of your investment in it.

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

We might delay the buying, selling or switching of units. 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).

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

## How will I know how my Life Insurance Policy is doing?

The ISA Plan Manager, Link Financial Investments Limited, will provide you with a statement every three months.

If your adviser sets up your ISA, or transacts on your ISA using the online service on your behalf, or you register for the Prudential Online services, correspondence, including your statements, will be provided electronically through your online document store.

You'll be notified by email each time a document is added to your document store. It's important you provide details of your email address to ensure you receive these notifications.

Your adviser will also be able to access your documents through their online access to your account.

When you've registered for the online service you'll also be able to get up to date information on your Prudential ISA, such as:

- an up to date valuation of your total ISA holdings,
- details of transactions, and
- contact details for your adviser.

If you need to contact Link Financial Investments Limited, contact details can be found on the last page.

## What happens to the Life Insurance Policy if I die?

If you die, the Life Insurance Policy will pay out 100.1% of the value of your investment in the PruFund Funds.

## What if the Life Insurance Policy isn't right for me?

If you think this isn't right for you, you can cancel within 30 days if you're entitled to cancellation rights, when you invest in the Life Insurance Policy. You can call the ISA Plan Manager if you're unsure about your entitlement, contact details are on the last page.

The ISA Plan Manager will send you a Cancellation Notice. You'll then have up to 30 days from the date you first receive the notice to change your mind.

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

If you cancel your plan within 30 days, you'll receive 100% of the amount invested in the Life Insurance Policy within the Prudential ISA from the ISA Plan Manager.

If you decide this plan isn't right for you after the 30 days then you can fully withdrawal your cash from your plan. You may not get all your money back, as this depends on the performance of the investment and our charges.

# Other information

## Client category

The ISA Plan Manager categorises you as a “retail client”, which provides you with the highest level of regulatory protection under the Financial Conduct Authority (FCA) rules.

If you have any questions about your client category, please call the ISA Plan Manager, contact details can be found on the last page.

## 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 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](http://pru.co.uk/about_us), or if you contact us we can post some information to you.

## 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**.

## Conflict of interest

A Conflict of Interest Policy is drawn up 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 call the ISA Plan Manager, contact details can be found on the last page.

## Law

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

## Our regulators

We're authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Prudential Assurance Company Limited is entered on the Financial Conduct Authority (FCA) Register, FCA Reference Number 139793. The FCA Register is a public record of all the organisations that the FCA regulates.

You can contact the FCA at:

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

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

Prudential Regulation Authority details:

**The Prudential Regulation Authority**  
**Bank of England**  
**Threadneedle St**  
**London**  
**EC2R 8AH**

Telephone: 020 7601 4878

Email: [enquiries@bankofengland.co.uk](mailto:enquiries@bankofengland.co.uk)

## Communicating with you

Our plan documents and terms and conditions are in English and all our other communications with you will be in English.

## How to make a complaint

If you have a complaint about your Prudential ISA, please contact your adviser first.

Alternatively, you can call Link Financial Investments Limited with the details of your complaint, contact details can be found on the last page.

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

**LFI Investor Services**  
**PO BOX 385**  
**Darlington**  
**DL1 9UA**

You can send all complaints to Link Financial Investments Limited at the address above.

If your complaint isn't handled to your satisfaction by them, you can speak to the independent Financial Ombudsman Service.

You can contact the Service at:

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

Telephone: 0800 0 234 567 or 0300 123 9123

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

This service is free and using it won't affect your legal rights.

# Get in touch

You can contact Link Financial Investments in the following ways:



Write to: LFI Investor Services, PO BOX 385, Darlington DL1 9UA



Phone: **call the ISA Plan Manager on 0344 335 8936**

The opening hours are 8.30am to 5.30pm Monday to Friday. Link Financial Investments might record your call to make sure their service is up to standard.

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

"Prudential" is a trading name of The Prudential Assurance Company Limited which is registered in England and Wales. Registered Office at 10 Fenchurch Avenue, London EC3M 5AG. Registered number 15454. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Link Financial Investments Limited ('LFI') is authorised and regulated by the Financial Conduct Authority. The main business of LFI is ISA Management. Registered Office 6th Floor, 65 Gresham Street, London EC2V 7NQ. Registered number 2823982.