



A Guide to YOUR Platform

We ensure that all the products and services we offer are specifically designed to meet the needs of clients, and sold only to those whose needs they meet. As we distribute our products through qualified financial advisers, we have provided a summary to assist with the distribution outcomes we seek.

If you have further questions relating to this document, please contact us directly.

Target Market

YOUR Platform is designed to be a platform used within the proposition of the wider group. The Platform is designed to meet the needs primarily of the core target markets of the group, though given the relative simplicity and broad appeal of the functionality the platform can offer we do expect to see some clients from younger client segments use the platform from time to time when they have more complex needs than is normal in their segment (for example needing more than one tax wrapper).

We expect the average client to have in the region of £200,000 investable assets with us, meaning partners on average with 400,000 combined. We have a national presence and so expect clients from across the UK. The expected core target market for the platform is the following groups.

- Successful Security
 - Ages 45-54
 - UK resident for taxation
 - £100k or more of investable assets, though possibly less if they also have a moderate level of knowledge and experience, else it is likely a simpler proposition will be more suitable

- Approaching Retirement
 - Ages 55-64
 - UK resident for taxation
 - £150k or more of investable assets, though possibly less if they also have a moderate level of knowledge and experience, else it is likely a simpler proposition will be more suitable

- Later Years
 - Ages 64+
 - UK resident for taxation
 - £120k or more of investable assets, though possibly less if they also have a moderate level of knowledge and experience, else it is likely a simpler proposition will be more suitable

Support and training

We have a central Platform Operations team, initially three people, to support the platform, end clients and advisers (and adviser support). This team will be available via a ticketed inbox email system and via a dedicated phone line.

Each new adviser and support staff user will be provided training on the platform via either face to face or video call. The YOUR Platform website also hosts a suite of user guides covering all common tasks required via the professional user interface.

For clients we provide a simple user guide for clients to walk them through the onboarding process and also have an online FAQ linked to via the client user interface and our main website.

Charging and solutions

The platform is priced to provide a competitive solution for our target market compared to peers while remaining commercially viable for the business. The pricing is based on a bundled charge basis for the platform so there is no additional charge for trading or pension accounts. We do not offer family lining of the fee at this time.

The charges are:

Amount invested	Charge applied (pa)
First £25,000	0.35%
£25,000 to £500,000	0.15%
£500,000 to £1,000,000	0.10%
Amounts above £1,000,000	0.00%

For example, if you hold £100,000 on the platform you would pay a charge on your investments of:

- 0.35% on the first £25,000
- 0.15% on the next £75,000

So a weighted charge of 0.20%pa

We offer investment solutions to meet the needs of the advise business of the group. We offer the DFM services of YOU Asset Management and also all managed funds featured in the group's Centralised Investment Proposition, including the Multi-Asset Blend range of Funds managed by YOU Asset Management.

Charging and solutions (Continued)

Advisers using the platform will charge for their work. We believe this will normally be in the following ranges, based on the terms of business for the advise businesses in question.

- Initial fees are charged on a percentage basis which decreases as the overall assets of the client increases. We expect the maximum initial fee to be 3.5% of the contribution.
- Ongoing fees are charged on a percentage basis, we expect the maximum to be 1% but would expect this to reduce for the largest cases.

YOU Asset Management charges up to 0.36% for the DFM services. The Multi-Asset Blend range has a capped OCF of 1%pa.

As such we believe the maximum ongoing charge clients may see will be up to:

- 1.5% for the underlying investment, including transaction and incidental charges
- 1% for advice
- 0.35% for the platform service
- 2.85% overall

In addition, where contributions are made there could be initial charges increasing the total figure for the year.

Platform expectations

Each year we produce a business plan for the next three years. We project the following figures for flows onto the platform for 2023, 24 and 25.

Year	Gross inflows (£m)	Clients	Accounts
2023	75	375	750
2024	840	4,200	8,400
2025	1,610	8,050	16,100

We also predict the following outflows:

2023	£0.25m
2024	£24m
2025	£72m

We believe most clients will hold some element of cash on the platform, though those in accumulation and invested in managed funds may not and instead rely on the platform to auto-fund the fees required.

Clients will hold cash for the following purposes:

- Fees and income provision
 - While we expect most to use the platform functionality to remain invested it would not be unusual to see up to 5% held for this purpose

Platform expectations (Continued)

- As part of an asset allocation
 - At the time of writing the YOU MPS range has up to 15% in cash for the most cautious risk level, though at the more common moderate risk levels this is closer to 2%
- In retirement as part of planning requirements
 - While usually we would not expect a material 'contingency fund' to be held on platforms, for pension drawdown planning a prudent scenario may call for one to two year's allowance of income to be held in cash to satisfy the client tolerance for loss. In this scenario up to 10% may be held in cash.

We believe many of our clients will be in either active accumulation or in retirement. As such we expect a material amount of trading. We would expect one 'external' transaction per month per client to be normal which in turn will generate between one (for a managed fund investor) and 30 (for an active MPS holder) investment fund trades each month.