



Target Market Statement ebi Vital Portfolio Construction Service

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standards of social and
environmental impact.

Corporation

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Target Market Statement

ebi Vital Portfolio Construction Service



What is the ebi Vital Portfolio Construction Service?

ebi's Vital service is designed to support authorised regulated Financial Advisers with investment research and portfolio construction, while providing Financial Advisers with the ability to retain discretion over investment decisions.

The Vital service provides a range of model portfolios across multiple risk categories, enabling investors to select an option aligned with their investment objectives and risk tolerance.

ebi's approach is grounded in a core philosophy of building portfolios for the long-term, using a range of portfolio building blocks such as index-tracking and rules-based funds, rather than seeking to outperform the market over the short-term.

The Vital service also provides a wider range of resources to Financial Advisers to support them in the management, reporting, and communication of the chosen portfolio solution to investors.

ebi's portfolios are designed to support investors in achieving their financial goals, in line with the strategy agreed upon with their Financial Adviser.

To ensure suitability for our target market, ebi make sure that all funds in which we invest and include within our solutions are compatible for investment with retail investors. We assess this metric for all funds within ebi's portfolio solutions on an ongoing basis.

What is the target market?

Intended Target Market

This service may be compatible with investors:

- i.** who prefer for their Financial Adviser to manage their own investments and rebalance their portfolio to maintain risk profiles;
- ii.** who choose to access the service through an authorised and regulated Financial Adviser;
- iii.** who are Retail or Professional clients;
- iv.** with basic knowledge, or stronger, of investment markets;
- v.** who can remain invested ideally for at least five years over the medium to long term;
- vi.** whose expected financial returns will not be excessively impacted by this service's charges;
- vii.** who can afford to be exposed to market movements in investment values and potential losses over the term of investment and who do not require any form of capital guarantee;
- viii.** who have the capacity to absorb potential losses without a significant impact on their financial well-being;
- ix.** who understand that investing involves risk and are comfortable accepting some degree of investment volatility;

- x. who work with an authorised and regulated Financial Adviser, who will assess the suitability of the investment, explain its risk/reward profile, and help set an appropriate investment time horizon;
- xi. who are seeking an investment solution that enacts a degree of screening on Environmental, Social, and Governance (ESG) metrics.

Negative Target Market

The ebi Vital service is not compatible for investors:

- i. who prefer for an investment professional other than their financial adviser to manage their investments;
- ii. who are unlikely or unable to remain invested for five years as a minimum;
- iii. who require capital protection or guarantees underpinning their investment;
- iv. who are fully risk-averse and unwilling to accept any level of investment loss;
- v. who need a fully guaranteed income stream or a fixed return profile.

Clients with vulnerability characteristics

We are reviewing our service to ensure that it is compatible with clients who have characteristics of vulnerability.

Based on our current information there are no restrictions on ebi's portfolio solutions that prevent investors being able to disinvest without notice (subject to trading settlement times), with this flexibility enabling customers that experience a change of circumstances to exit the product (without providing notice and without penalty fees).

Fair Value

In accordance with our regulatory obligations under Consumer Duty, ebi has undertaken a detailed value assessment of our Vital service as of February 2025 and has determined that it represents fair value. This will be reviewed on a regular basis (at least annually) as part of ebi's internal governance procedures.