

The Financial Conduct Authority requires us to give you this important information to help you to decide whether our flexible Stocks and Shares ISA is right for you. You should read this document carefully so that you understand what you are buying, and then keep it safe for future reference.

This document and our other literature is available in the Key Information section of the Strawberry Invest Service. This is a non-advised and 'execution only' service where you make your own decisions on the investments you choose. Strawberry Invest does not assess the suitability of this service for your individual circumstances and you are not protected by the FCA rules on assessing suitability. We do not provide or offer financial, legal or tax advice. You should seek your own financial, legal or tax advice from a financial adviser or another suitably qualified professional.

Its aims

- To allow you to invest over the medium to long-term up to the HM Revenue & Customs (HMRC) ISA subscription limit each year and to transfer ISAs taken out in previous years with other ISA Managers.
- To allow you to select and purchase a wide range of investments.
- To allow you to view, value and place orders for these investments via the Strawberry Invest service.

Your commitment

- The minimum amount to open an Account is £25.
- You agree only to make subscriptions up to the HMRC limits for a flexible Stocks and Shares ISAs.
- You agree not to invest in another Stocks and Shares ISA with another ISA Manager in the same tax year.
- You are required to maintain a minimum cash balance to meet charges.
- You agree to read all the Key Investor Information Documents (KIID) provided by the fund manager in respect of any funds you buy, before you commit to the investment.

You must keep your login and other security details private and not share them with others. We will take all instructions placed using your security details in good faith that they were placed by you.

Risks

Different investments carry different levels of risk. You must make your own investment decisions or seek your own financial advice on the suitability of an investment. The value of your investments and the income generated from them can fall as well as rise and you may not get back what you originally invested or transferred into your ISA. Past performance of any investment is not a guide to future performance.

The performance of your investments will be reduced by the effect of charges, including our charges, and fund manager charges. Income generating funds sometimes deduct expenses from capital in order to improve income. This means that capital growth may reduce accordingly. Withdrawing income from your ISA can reduce your capital especially where performance is poor and the level of income withdrawn is high.

Certain investments for example 'emerging markets', 'high technology sector' and 'small companies' are generally more volatile than UK and large company investments. Investments into property funds can be difficult to sell. You might not be able to sell them when you want. The value of property is a matter of opinion rather than fact.

Investments in foreign assets are subject to currency risk, i.e. as well as the risk of the underlying asset there is also a risk of a loss from exchange rate variations against the pound sterling.

Inflation will reduce the real value and therefore what you could buy with your investments in future.

Tax treatment depends upon your individual circumstances and the rules may change in the future.

If you opt to cancel after making a contribution or transfer from another provider within the cancellation period, you could get back less than you invested. If you cancel a transfer from another provider to us, the other provider may refuse to accept the return of the transfer money. If this happens, you should discuss the options you have with Strawberry Invest.

Questions and Answers

What is the ISA?

The ISA is a type of savings account that is available online via the Strawberry Invest service and allows you to invest in a wide range of investments and to view these as a single portfolio.

The ISA is a Stocks and Shares ISA which allows you to invest over the medium to long term in a tax advantaged environment where you pay no income or capital gains tax on the growth or income of your investments.

Who can have an ISA?

Anyone who is aged 18 or over and is resident in the UK for tax purposes can open and subscribe to an ISA. It cannot be opened jointly with, or on behalf of, anyone else. A US Person may not open an ISA, or any account. If, once you have opened your account, your circumstances change and you become a US Person you must tell us immediately.

How can I invest in an ISA?

You can open an ISA by completing the online application process on the Strawberry Invest service. Subscriptions (contributions) can be made online via the Strawberry Invest service using the following payment types: Bank transfer from your registered bank account. Direct debit – for regular contributions. This money can then be used to buy your chosen investments.

How much can I invest?

You are currently able to save or invest up to £20,000 each tax year, in any combination of stocks and shares ISA, cash ISA, innovative finance ISA or lifetime ISA, to the extent that you do not exceed the £4,000 lifetime ISA limit. You can only subscribe to one stocks and shares ISA, one cash ISA, one innovative finance ISA and one lifetime ISA in each tax year.

You can make additional deposits (provided you do not exceed the HMRC ISA limits) at any time into your ISA by bank transfer or direct debit. The minimum for subsequent investments is £25. There is no charge for making additional deposits.

Subject to HMRC rules, if you are over 18 and the surviving spouse of a deceased ISA holder who died on or after 3rd December 2014, you can pay in additional subscriptions in cash on top of the annual subscription limit up to the value of the deceased's Client's ISA at the date of their death, provided you have not transferred these rights to another ISA Manager.

Can I transfer from my existing ISA Manager to this ISA?

You can transfer from your existing ISA Manager to this ISA at any time provided this request is made in writing to us. Please use the ISA Transfer Form which is available from the Key Information section of the Strawberry Invest service

You may transfer all of your current year's ISA, or part or all of a previous year's ISA at any time provided the transfer is in accordance with the regulations applying to ISAs and your existing ISA Manager agrees to the transfer. A transfer may be made in cash or by re-registering assets subject to our and your existing ISA Manager's agreement.

We will make no charge for the transfer but you will need to check with your existing ISA Manager whether they will make a charge to sell the assets and transfer the money in cash or make a charge to re-register the assets.

How can I access my ISA?

When you first use the Strawberry Invest online application process, you will create a password and validate your personal details (email and mobile telephone). You will then be able to login and access the Strawberry Invest Service online.

Your User ID, and password will also allow you to apply for and view any other Accounts you have opened with us, for example an Individual Savings Account.

What investments are available?

You can invest in:

- UK Open Ended Investment Companies (OEICs);
- UK Unit Trusts;
- UK Investment Trusts;
- Equities quoted on the London Stock Exchange;
- UCITS IV compliant overseas OEICs and SICAVs; and
- Exchange-traded funds (ETFs).

You will be able to see the full range of available investments at any time when you log in and access your ISA online.

How do I find out more information about each investment?

You are investing on a non-advised, execution only basis which means that you are responsible for your own investment choices. You should conduct your own research into any investment and satisfy yourself that it is suitable for your needs and circumstances.

Key Investor Information Documents (KIIDs) relating to any funds you select will be available via the Strawberry Invest service, as well as information about the charges for the investments.

How do I buy and sell investments?

Once you have decided which investments you wish to buy, you can log-in to your ISA and follow the instructions online.

Once your investment has been made, you can view online the confirmation, including the prices and charges, in the form of a contract note.

What happens to any money which remains uninvested?

This is held in your ISA. Your ISA is designed to hold cash ready for investing and to meet service charges. Cash may arise from a sale instruction and from dividends or income received but should not be considered as a long-term savings account.

Your cash is placed with deposit takers and any interest earned is retained to offset some of the costs of the service provided.

How can I see what I have invested in?

You can log-in to the Strawberry Invest service and access your ISA online and see a summary together with a valuation of your investments at any time.

An Account Summary will enable you to track contributions, withdrawals, income, charges and the performance of your investments.

Can I change the investments within my ISA?

Yes, you can decide how your money is invested and sell and buy investments within your ISA at any time. Each investment provider may have their own limits for purchases, sales and for the amount which must remain within a particular investment when selling.

You can buy and sell by logging-in to the Strawberry Invest service and placing instructions online.

How can I find out the value of my investments?

You can log-in and access your Account online and see the value of your investments at any time. The Account Summary will show that you have purchased or sold an investment, and you are also available to view Contract Notes in your Message Hub using your login at any time. In addition, we will notify by email of the availability of: A quarterly valuation statement.

Will you send me company reports and accounts and voting information?

We will not ordinarily send you copies of reports, accounts or voting and meeting information issued by investment providers, unless you specifically request it.

We will, however, contact you if there are corporate actions that require you to make a decision (for example, if you need to tell us to take some sort of investment action) such as a rights issue or a fund closure. For more information please see our Terms and Conditions.

What happens to income from the investments in my ISA?

Income from investments in your ISA will be added to your cash balance.

What charges do I have to pay?

Charges applicable to the Strawberry Invest Service are as set out below. Please refer to the Charges Schedule available on the Strawberry Invest Service for more details. Strawberry Invest Service charges

– An annual percentage charge based on a daily value of the cash and assets held. This is subject to a minimum monthly amount and will be deducted monthly in arrears. Standard dealing charges:

– Charges for trades in equities and ETFs only. These will be deducted at the time of the trade and detailed on your contract note.

A charge on transfer away from Strawberry Invest to any other provider.

In addition, fund managers will apply charges to your chosen investments. Details of these charges are available when you select your investments online. These charges are normally deducted from the fund value.

A charge for setting up a Direct Debit to pay a regular amount from your ISA

Where you require a regular payment from your ISA, a one-off charge will be applied to set this up.

What could I get back?

The amount you get back will depend on the following factors: how much you invest; the performance of your investments; any charges; any income or withdrawals you have taken; and the terms and conditions of your investment.

The Financial Conduct Authority sets standard growth rates that can be used in illustrations. For ISAs these rates are 2.00% (lower growth rate), 5.00% (mid growth rate) and 8.00% (higher growth rate). All companies use these except where they believe a reduced rate is more appropriate.

1. The illustration assumes a client investment of £10,000 in a typical equity fund portfolio. The following assumptions apply:



Five initial transactions at a charge of £0.00

Fund growth of 5.00% per annum Strawberry Invest charge of 0.25% a fund Annual Management Charge (AMC) of 0.75%
Two buys and sells are conducted on the portfolio each year
This illustration shows over 10 years, the effect of total charges and expenses could amount to £1,200. This has the same effect as bringing illustrated investment growth from 5.00% a year down to 3.60 % a year.

At the end of year	Investments to date (£)	Deductions to date (£)	What you might get back (£)
1	10,000	100	10,300
3	10,000	300	11,100
5	10,000	500	12,100
10	10,000	1,200	14,600

2. The illustration assumes a client investment of £25,000 in a typical equity fund portfolio. The following assumptions apply: 10 initial transactions at a charge of £0.00

Fund growth of 5.00% per annum Strawberry Invest charge of 0.25% a fund Annual Management Charge (AMC) of 0.75%
Four buys and sells are conducted on the portfolio each year
This illustration shows over 10 years, the effect of total charges and expenses could amount to £4,800. This has the same effect as bringing illustrated investment growth from 5.00% a year down to 3.60 % a year.

At the end of year	Investments to date (£)	Deductions to date (£)	What you might get back (£)
1	25,000	200	26,000
3	25,000	800	28,000
5	25,000	1,400	30,300
10	25,000	3,200	36,600

3. The illustration assumes a client investment of £50,000 in a typical equity fund portfolio. The following assumptions apply: 15 initial transactions at a charge of £0.00

Fund growth of 5.00% per annum Strawberry Invest charge of 0.30% a fund Annual Management Charge (AMC) of 0.75%
Six buys and sells are conducted on the platform each year
This illustration shows over 10 years, the effect of total charges and expenses could amount to £9,600. This has the same effect as bringing illustrated investment growth from 5.00% a year down to 3.70% a year.

At the end of year	Investments to date (£)	Deductions to date (£)	What you might get back (£)
1	50,000	500	52,100
3	50,000	1,600	55,900
5	50,000	2,847	60,300
10	50,000	6,300	73,000

What is the tax position for my ISA?

There is no capital gains tax on any growth.
Income it will be paid gross. Where tax has been deducted from any UK income we will reclaim this from HMRC on your behalf and will be paid back to your account.

You do not have to declare ISA interest, income or capital gains on your tax statements.

You can take your money out at any time without losing any tax benefits you have built up.

Please note that tax rules are applied according to individual circumstances and may change in the future

How do I withdraw my money?

If you are holding cash within your ISA, and subject to the minimum cash balance requirement, you can withdraw any amount at any time, with no charges from us. You can instruct a cash withdrawal online via the Strawberry Invest service and the money will be paid into your nominated bank account.

If you need to sell investments to make a cash withdrawal, charges may apply to the sale.

It is your responsibility to make sure there is sufficient cash in your ISA (for example by selling investments) to make any withdrawals you request.

The ISA is a flexible ISA which means any cash you may withdraw could be paid back into your ISA during to the same tax year without it counting towards your annual allowance.

Can I transfer to another ISA Manager?

You may ask us at any time to transfer your Stocks & Shares ISA to another Stocks & Shares or Cash ISA Manager who is suitably authorised under the ISA Regulations. The transfer will be subject to the receiving ISA Manager agreeing.

We do not offer partial transfers out.

Under the ISA Regulations, we can take up to 30 days to implement your request. On receipt of a written request from you, we will cash in your ISA assets before the transfer, or transfer assets where requested to do so to another ISA Manager.

We apply a charge for making a transfer, details of which can be found in the Charges Schedule available on the Strawberry Invest Service. You will need to check with the receiving ISA Manager whether they will make a charge to sell the

investments and transfer the monies in cash or make a charge to re-register the assets.

Can I close my ISA at any time?

Yes. You must inform us by sending us an email from the email address we have on our records or in writing, quoting your Account Number.

Charges may apply to any related sale or transfer of investments but we will make no charge to close your ISA, although we will apply the pro-rata amount of the current month's administration charge.

Please refer to the Charges Schedule available on the Strawberry Invest Service for more details.

Can I change my mind?

You are able to cancel your ISA up to 30 days after you complete your application online (your 'cooling off period'). However, if you have asked us to invest your cash within the cooling off period, you will only be able to cancel your initial ISA agreement and any investments will be sold and the proceeds returned to you at their market value, less any dealing or fund manager charges.

You may choose to keep your ISA in cash for the 30 days of your cooling off period, and if you then decide to cancel your ISA during this period, you will receive back the original amount.

What happens if I die?

If you die, your personal representatives must close the ISA and we will transfer the balance to an Investment Account. On receiving appropriate proof of title, we will pay them the balance together with any interest earned up to the date we close the ISA, or if requested, we will transfer the investments to them. The balance will take into account any gain or loss in the value of your investment.

The proceeds from your ISA will form part of your estate for inheritance tax purposes.

What if I have a complaint?

If your complaint is about the service you have received from us, please write to:

**Compliance Director at
Strawberry Invest Limited,
Dean Clarke House,
Southernhay East,
Exeter,
EX1 1AP**

Alternatively you can call us on:

0345 077 4130 – calls to this number will cost 2p per minute (including VAT) plus your telephone company's Access Charge

Email complaints@strawberryinvest.com.

Our Complaints Process is available in the Key Information section of the Strawberry Invest Service.

If you are not satisfied with the way your complaint is dealt with, or if your complaint is not dealt with within eight weeks, you can contact:

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

Telephone:

0800 023 4567 – calls to this number are free from mobile phones and landlines

0300 123 9123 – calls to this number cost no more than calls to 01 and 02 numbers

Email: complaint.info@financial-ombudsman.org.uk

If you have a complaint regarding your Distributor, your DFM or an individual investment, this should be directed to the Distributor, DFM or fund manager concerned. Making a complaint will not affect your legal rights.

Can I claim compensation?

You will have access to the Financial Services Compensation Scheme (FSCS). In the event you suffer financial loss because of our failure or an investment failure the actual level of compensation you receive will depend on the basis of your claim and where the money you have with us is invested. The FSCS only pays compensation for financial loss. Compensation limits are per person per firm, and per claim category. The FSCS may be able to pay you compensation if we or any banks with whom we place your money are no longer able to meet our or their financial obligations. If certain investments fail, you may also be eligible for compensation. In the unlikely event we fail, you may be eligible for compensation up to £50,000. For cash held on deposit you may be eligible for compensation up to £85,000. If your investment fails, you may be eligible for compensation of up to £50,000 per investment.

For further information please visit the FSCS website (www.fscs.org.uk).

Where can I find your Terms and Conditions?

The Terms and Conditions are available in the Key Information section of the Strawberry Invest service. Your rights as the investor in an ISA are set out in the Terms and Conditions, which may be subject to change in the future.

How is this affected by the law?

The laws of England and Wales govern the relationship we have with you prior to, and on conclusion of any contract, and the parties submit to the exclusive jurisdiction of the Courts of England.

Important Information

Any taxation information contained in this guide is based on our interpretation of current legislation and HMRC practice.

You are responsible for obtaining your own tax advice. Please remember that current tax rules may change in the future.

How to contact us

Office hours are Monday to Friday 9.00am-5.30pm.

By email: contact@strawberryinvest.com

Telephone: **08458739994**

Telephone calls may be recorded for training and security purposes.

By Post

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