

The Financial Conduct Authority requires us to give you this important information to help you to decide whether our Investment Account 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.
- 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 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 Withdrawing income from your ISA can reduce your capital especially where performance is poor and the level of income withdrawn is high.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 Investment Account?

The Investment Account 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.

Who can have one?

Anyone who is aged 18 or over and is resident in the UK for tax purposes can open an Investment Account. It cannot be opened jointly with or on behalf of anyone else.

A US Person may not open an Investment 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 Investment Account?

You can open an Investment Account by completing the online application process on the Strawberry Invest Service.

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

You can also arrange transfers from other investment platforms. These can be made either in cash or in specie. In specie transfers mean you can transfer your investments without having to sell and repurchase them; subject to the requirements of your existing provider and to those investments being available in this Investment Account.

How much can I invest?

There is no limit to the amount you can contribute to your Investment Account.

How do I access my Investment Account?

When you first use the Strawberry Invest online application process, you will be requested to create a password and validate your personal details (email and mobile telephone). You will then be able to log-in 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 the flexible Stocks & Shares ISA.

What investments are available for my Investment Account?

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 search the full range of available investments at any time when you log-in and access your Investment Account 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 Investment Account 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 Investment Account. Your Investment Account 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 your Investment Account 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 Investment Account 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 Investment Account?

Yes, you can decide how your money is invested and sell and buy investments within your Investment Account 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 Investment 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. A consolidated tax voucher after the end of each tax year to help you fill in your tax returns.

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.

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.

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.

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 Investment Account?

Income from investments in your Investment Account will be added to the cash balance in your Investment Account.

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 annual 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 Investment Account. Where you require a regular payment from your Investment Account, 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 tax applied e.g. to income or gains;
- any income or withdrawals you have taken; and
- the terms and conditions of your investment.



Three examples are shown below.

The Financial Conduct Authority sets standard growth rates that can be used in illustrations. For products such as the Investment Account (IA), the rates are 1.50%, 4.50% and 7.50% respectively. All companies use these except where they believe a reduced rate is more appropriate. 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 4.50% per annum
Strawberry Invest charge of 0.30%
A fund Annual Management Charge (AMC) of 0.75%
Two 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 £1,200. This has the same effect as bringing illustrated investment growth from 4.50% a year down to 3.10% 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

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 4.50% 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 portfolio each year

This illustration shows over 10 years, the effect of total charges and expenses could amount to £3,100. This has the same effect as bringing illustrated investment growth from 4.50% a year down to 3.10% a year.

At the end of year	Investments to date (£)	Deductions to date (£)	What you might get back (£)
1	25,000	200	25,800
3	25,000	800	27,600
5	25,000	1,400	29,500
10	25,000	3,200	34,900

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 4.50% per annum. Strawberry Invest charge of 0.30% 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 £6,200. This has the same effect as bringing illustrated investment growth from 4.50% a year down to 3.10% a year.

At the end of year	Investments to date (£)	Deductions to date (£)	What you might get back (£)
1	50,000	500	51,700
3	50,000	1,600	55,200
5	50,000	2,800	59,100
10	50,000	6,200	69,900

What is the tax position for my Investment Account?

The Investment Account is not tax-exempt. The tax you pay will depend on the types of investments that you hold and your personal circumstances.

The tax liability for growth and income from your investments is the same as if you held them in your own name and is your responsibility. If you need to complete a tax return, you should include details of the income from the investments in your Investment Account and, the gains or losses on investments you have sold. We will send you a tax voucher each year to help you complete your tax return.

Income tax

Interest may have had basic rate tax deducted at source. Depending on your personal circumstances you may be able to reclaim some of the tax deducted from HMRC or you may have further tax to pay. This will depend on the amount of interest and other savings income you receive, and the rate of tax you normally pay. You may need to pay income tax on income arising from investments, including income tax on interest arising from 'available cash', held in your Investment Account. HMRC sets an annual Dividend Allowance that means you will not have to pay tax on any dividend income on or below this level. If you receive more dividend income than the annual Dividend Allowance you will have further tax to pay. You can find out the current Dividend Allowance at www.gov.uk/hmrc. Capital gains tax

If any investment in your Investment Account is sold, for example for a withdrawal, to switch into another investment or to cover a charge, tax may be due on any gain that arises. How much tax is payable, will depend on your individual circumstances.

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 Investment Account, 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 Investment Account (for example by selling investments) to make any withdrawals you request.

Can I close my Investment Account 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 Investment Account details. Charges may apply to any related sale or transfer of investments but we will make no charge to close your Investment Account, 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 Investment Account 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 Investment Account 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 Investment Account in cash for the 30 days of your cooling off period, and if you then decide to cancel your Investment Account during this period, you will receive back the original amount.

What happens if I die?

If you die, your personal representatives must close the 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 Investment Account, or if requested, we will transfer the Investment Account investments to them. The balance will take into account any gain or loss in the value of your investments.

The proceeds from your Investment Account 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:

0845 873 9994 – 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?

The Strawberry Invest Investment Account is provided by Secll Custody Limited, who are the Custodians of investments in the Strawberry Invest Service. Secll Custody Limited is authorised by the Financial Conduct Authority (under reference number 793200) so 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.

Your cash is held as client money and is protected in the event of the insolvency of the Custodian. In the event of the insolvency of one of the banks used, any client money held for you is protected under the FSCS up to a maximum of £85,000 for each client and bank with whom client money is held.

This limit is applied to banks that are separately authorised and can only be applied once, therefore banks operating under different brands within the same authorisation are covered under the same limitation. The compensation limit of £85,000 includes any other money held by you in accounts with the authorised banks we use, therefore if you have current or deposit accounts with the same bank these will all count towards the compensation limit of £85,000. Temporary high balances of up to £1 million are protected for a limited period of 6 months from when the amount was first credited to the account or became legally transferable. The FSCS website has further details on the definition of a temporary high balance.

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

Where can I find our 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
Strawberry Invest,
Dean Clarke House,
Southernhay East,
Exeter,
EX1 1AP

