

Target Market Analysis – Castlefield Platform Models

Castlefield offers several model portfolios invested in regulated collective funds which capture a range of investment strategies and risk levels. This service is compatible with retail clients, via their authorised financial adviser, and is available on a number of recognised investment platforms. Decisions on investment selection, asset allocation and compatibility are made in line with the strategy's stated objectives and the identified target market.

The Target Market Analysis sets out the following in relation to the Castlefield Platform Models:

- Positive Target Market
- Negative Target Market
- Consideration of Clients in Vulnerable Circumstances

Positive Target Market

Target Market Criteria	Castlefield Platform Models
Investor Type	<p>The service could meet the needs of retail clients via an authorised financial adviser, who will assess suitability in accordance with the investor's:</p> <ul style="list-style-type: none"> • individual circumstances • investment objectives • risk profile
Investment Knowledge and Experience	<p>The service could meet the needs of retail clients with varying levels of investment knowledge and experience:</p> <ul style="list-style-type: none"> • Basic – limited or no knowledge and experience • Informed – average knowledge and experience • Advanced – experienced investors
Investment Objectives	<p>We offer five risk-based model portfolios designed to deliver long-term returns through a combination of capital growth and income.</p>
Capacity for Loss	<p>Investors must accept a degree of investment risk appropriate to their individual circumstances, as assessed by their authorised financial adviser.</p>

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	<p>Investors must:</p> <ul style="list-style-type: none"> • have capacity and willingness to accept a degree of loss of capital
Time Horizon	<p>The service could meet the needs of investors with the following time horizon:</p> <ul style="list-style-type: none"> • Long term: 5+ years
Minimum Investment	<p>There is no minimum investment level for this service. However, the platforms hosting the service may have their own restrictions.</p>
Thoughtful Investor® Approach	<p>The service could meet the needs of clients who are looking to invest in accordance with the Thoughtful Investor® Approach. The underlying funds are subject to ongoing screening and stewardship to ensure they continue to meet their stated objectives.</p>

Negative Target Market

Target Market Criteria	Castlefield Platform Models
Investor Type	<p>The service is not compatible with retail clients without an authorised financial adviser. There is no direct relationship between Castlefield and the end client.</p>
Investment Objectives	<p>The models are not compatible with clients looking to preserve capital values.</p>
Capacity for Loss	<p>The models are not compatible with investors who:</p> <ul style="list-style-type: none"> • have no ability to bear financial losses • want full capital protection • need guaranteed income • a predictable returns profile
Time Horizon	<p>The service is not compatible with clients who have the following time horizons:</p> <ul style="list-style-type: none"> • Short-term: 1-3 years • Medium term : 3-5 years
Thoughtful Investor® Approach	<p>The service is not compatible with clients who are specifically not looking to invest in accordance with the Thoughtful Investor® Approach</p>

Consideration of Clients in Vulnerable Circumstances

The models are only available through a regulated financial adviser who will determine the initial and ongoing suitability of the service based on individual customer needs and circumstances, including any aspects of vulnerability.