



# abrdn Funds (direct investment) Target Market and Value Statement

## Product description

abrdn Funds – direct investment provides access to abrdn’s range of OEIC and Unit Trust funds for customers to invest over the medium to long term.

abrdn Funds (direct investment) provides customers the following key features to:

- pay in as and when they choose
- accumulate savings
- access money when needed
- make one off subscriptions or save monthly by direct debit
- choose from a wide range of abrdn investment funds

abrdn Funds can be accessed from abrdn Fund Managers Limited which is part of the abrdn plc Group.

## Vulnerable customers

Any customer could find themselves in vulnerable circumstances at any time. We will aim to ensure that vulnerable customers invested in abrdn Funds continue to receive the same fair treatment and outcomes as other customers.

## Customer objectives

Customers who invest in the abrdn Funds want:

- to invest in abrdn’s OEIC and Unit Trust Funds
- over the medium to long term
- for either capital growth or income (or a combination of both)

## Who is it suitable for?

The abrdn Funds might suit customers who:

- want to invest for capital growth
- want, and are able, to invest over the medium to long term (five years or more)
- are a UK resident
- are aged 18 or over

Our abrdn Funds are suitable for retail investors investing their own money for personal and family investment aims. Suitable for investors with all levels of knowledge on an execution only or an advised basis, and who are comfortable that their investment may fall and rise in value over time and understand there is a risk that they may get back less than they paid in.



### Who is it not suitable for?

Typically customers should not contribute to the abrdn Funds if they:

- require access to their investment within the short to medium term (less than five years)
- require a specific rate of return
- are not willing to take on any investment risk and potential losses
- are under the age of 18
- US Person – please see the prospectus for the definition of a US Person.



### Investment choice and range

abrdn Funds provide access to a range of OEICs and Unit Trust Investments funds, provided by abrdn Fund Managers Limited.

Deals can be placed to buy or sell units/shares in the funds by post, telephone or online (the latter is only available if the customer registers for the online portal).

Investment can be execution only or, if the customer chooses to do so, via their appointed financial adviser.



### Can customers buy these products without advice?

abrdn Funds are designed for distribution with or without advice.



### Do the products meet the requirements of the FCA Consumer Duty value assessment?

abrdn carried out a value assessment of this product on the 28th March 2023 and has concluded that these funds are considered to offer value and will continue to do so for the foreseeable future.



For more information visit [abrdn.com/investments](https://abrdn.com/investments)

Issued by a member of abrdn group, which comprises abrdn plc and its subsidiaries.  
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