

Life's better with

*Vitality*

# Launch 2020



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**In 2020, we bring you  
the latest evolution of  
our unique investment  
proposition.**

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**Our proposition has been built with you in mind and we are continuing to evolve it in ways that help you grow your business.**

- 1 Introducing plans with Healthy Fee Saver.**  
Offers your clients more value from year one - the opportunity to pay zero product charges every year, access to the Vitality Programme at no extra cost and lower fund charges.
- 2 Three new reward partners.**  
Through our Vitality Programme, your clients get access to more discounts with our new partners Expedia, Virgin Atlantic and Caffè Nero.
- 3 Extending our investment range with new Global Multi-Manager funds.**  
In partnership with SEI Investments (SEI), we're introducing five ready-made portfolios, built using over 70 unique investment strategies from the world's leading managers.
- 4 Enhancing the Adviser Hub, including new interactive statements.**  
With this new feature you can easily track investment performance and plan transactions, and produce regular reports for your clients.
- 5 A new Junior ISA special offer.**  
Your clients could pay no product charge in the upcoming tax year, and each tax year after that, on new Junior ISAs taken out before 5 April 2020.

# Introducing plans with Healthy Fee Saver.

Our plans with Healthy Fee Saver help your clients access more value from year one and give them real financial benefits when they make positive lifestyle choices.

As a result, they could reach their financial goals faster, as well as stay healthy for longer. With more of your clients' money invested, the value of your assets under advice increases, too.



## 1 Vitality Programme included at no additional cost.

It's designed to help your clients take steps towards a healthier future. To make it easier, we offer discounts on compatible activity trackers, health checks, sports shoes, mindfulness apps and more. As an extra incentive, we also reward them with savings on coffees, flights and hotels.

## 2 The opportunity to pay zero product charges each year with our Healthy Living Discount.

Product charges start as low as 0.25% p.a. and get lower the more your clients look after their health. They can pay the lowest product charge in the market - zero - when they invest in Vitality funds, take steps to be healthy and reach Platinum status.

- **Available on Vitality funds and third-party funds** - so all your clients can enjoy a discount on their product charges, irrespective of the funds you choose. This means you can construct model portfolios using your preferred funds and still offer your clients even better value.
- **Product charge cap for investments over £250,000** - for clients with larger investments, we'll apply a zero product charge on the amount above £250,000, reducing the compounding effect of charges.

Vitality status	Product charge			
	Bronze	Silver	Gold	Platinum
<b>Vitality funds</b>				
Amount under £75k	0.25%	0.18%	0.15%	<b>0.00%</b>
Amount over £75k up to £150k	0.20%	0.15%	0.10%	<b>0.00%</b>
Amount over £150k up to £250k	0.15%	0.10%	0.05%	<b>0.00%</b>
Amount over £250k	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Third-party funds</b>				
Amount under £75k	0.40%	0.30%	0.25%	0.20%
Amount over £75k up to £150k	0.30%	0.22%	0.20%	0.15%
Amount over £150k up to £250k	0.25%	0.20%	0.15%	0.10%
Amount over £250k	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

## 3 Lower fund charges on all Vitality funds

The fund charge for our risk-profiled multi-asset funds now starts at just 0.25% p.a. So if your clients invest in these funds and reach Platinum status, their all-in fund and product charge will still be just 0.25% p.a.

### Looking to invest your clients' money in Vitality funds for the longer term?

We continue to offer plans with Healthy Fee Saver and Boosters which have a different charge structure.

The plans also give your clients access to the Vitality Programme and Healthy Living Discount. In addition, when your clients invest in Vitality funds, they get regular boosts to help their investments grow.

See page 18 to find out how we've evolved this plan version.

AVAILABLE FROM SPRING 2020

# Three new Vitality partners.

We're enhancing the Vitality Programme, to provide your clients with access to even more rewards.

It's another way we help you deliver more value to your clients, helping to keep them engaged and, ultimately, invested for longer.



Your clients enjoy benefits from these great partners, too

virgin atlantic

**15% off** all flights, any time, any class, up to four times a year, depending on Vitality status. Discounts only apply to the base fare as advertised by Virgin Atlantic, excluding taxes or charges.

Status	Discount	Bookings
Bronze	15%	1
Silver	15%	2
Gold	15%	3
Platinum	15%	4

Expedia.co.uk

**10% off** best hotel rates up to four times a year, depending on Vitality status. Available on pre-paid hotel stays up to a maximum of £750 per booking.

Status	Discount	Bookings
Bronze	10%	1
Silver	10%	2
Gold	10%	3
Platinum	10%	4

CAFFÈ NERO

**50% off** a handcrafted drink each week when clients earn 12 Vitality points for getting active.

Coming Spring 2020. Terms and conditions apply.

POLAR  
LISTENS TO YOUR BODY

HEADSPACE

ALLEN CARL  
EASYWAY  
TO STOP SMOKING

GARMIN

THE OBSESSIVE  
CHAMPNEYS  
HEALTH SPA

fitbit

withings

runnersneed  
the running specialists

W

Vitality  
HEALTHCHECK

Vitality  
parkrun

NEW FUND PARTNER

# Our new Global Multi-Manager fund range, in partnership with SEI.

The investment market has come a long way in recent years: more choice, more ways to manage risk and more focus on client suitability and needs. But all of this takes up more of your time.

So you can focus on what you do best - planning for your clients' futures - we've created a range of actively managed portfolios, built around your advice process, that bring together the right blend of expertise, risk management and value.

IN PARTNERSHIP WITH

**SEI** New ways.  
New answers.®

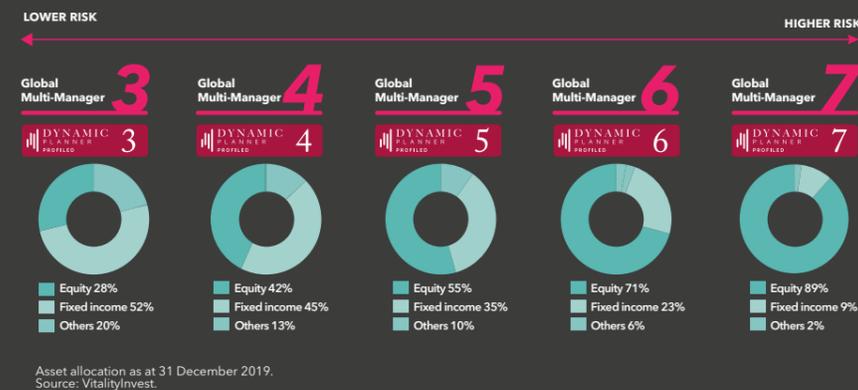
## KEY FACTS ABOUT THE FUND RANGE

- 1 Access to best-in-class investment managers globally
- 2 Built from over 70 unique investment strategies
- 3 Active management approach, proven by a track record of outperformance
- 4 Real-time risk management
- 5 Value through institutional buying power

### The Global Multi-Manager fund range

The fund range is offered in partnership with SEI one of world's largest manager-of-managers. Made up of five ready-made, risk-profiled investment portfolios, they use SEI's institutional expertise to bring an innovative solution to your clients' portfolios.

They are diversified across up to six asset classes, 20 sub-asset classes and over 70 investment strategies from some of the world's leading managers. Each fund aims to achieve long-term growth, while remaining broadly within their respective Dynamic Planner risk-rating. Dynamic Planner independently reviews the asset allocations each quarter, to ensure that the funds continue to meet your clients' risk preferences.



## SEI - an experienced team with global reach.

SEI is an award-winning asset manager with unparalleled expertise in investment manager selection, asset allocation and risk management. SEI's global teams have decades of experience and use cutting-edge technology and research, which are leveraged in the design of our portfolios.



**8**   
offices  
worldwide

**120**   
investment  
professionals

**£272bn**   
AUM

**7.4K**   
advisers work with  
SEI globally\*

Source: SEI, correct at 30 Sept 2019.

\*Calculated by SEI on 30 Sept 2019 with an exchange rate of 1 USD to 0.81329 GBP.

# A range of funds to suit your advice process.

With the addition of Global Multi-Manager funds, as well as a new Blended fund range, we now offer more ways to meet a greater spectrum of client and adviser needs.

← READY-MADE

DIY →

## Risk-profiled solutions

<p><b>Risk Optimiser</b></p>  <p>Five multi-asset funds investing in index-tracking strategies. Gold standard risk rated by Dynamic Planner.</p> <p>OCF 0.25% p.a.*</p>	<p><b>Blended</b></p>  <p>Five multi-asset funds that bring together actively managed and index-tracking strategies.</p> <p>OCF 0.50% - 0.60% p.a.*</p>	<p><b>Global Multi-Manager</b></p>  <p>New ways. New answers.*</p> <p>Five multi-manager funds built with over 70 unique investment strategies from the world's leading managers.</p> <p>OCF 0.70% - 0.90% p.a.*</p>
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VITALITY FUNDS 

## Performer fund range

<p><b>Risk-profiled funds</b></p>  <p>Three multi-asset funds, actively managed while staying broadly within their specified risk profile.</p> <p>OCF 0.92% - 0.96% p.a.*</p>	<p><b>Outcome-based</b></p>  <p>Three multi-asset funds, actively managed and designed to meet particular investment objectives.</p> <p>OCF 0.81% - 0.83% p.a.*</p>	<p><b>Single-asset class</b></p>  <p>Becoming Ninety One</p> <p>Four equity funds covering either UK or Global equities, actively investing in quality companies.</p> <p>0.90% - 0.93% p.a.*</p>
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VITALITY FUNDS 

## Third-party funds

Over 500 funds



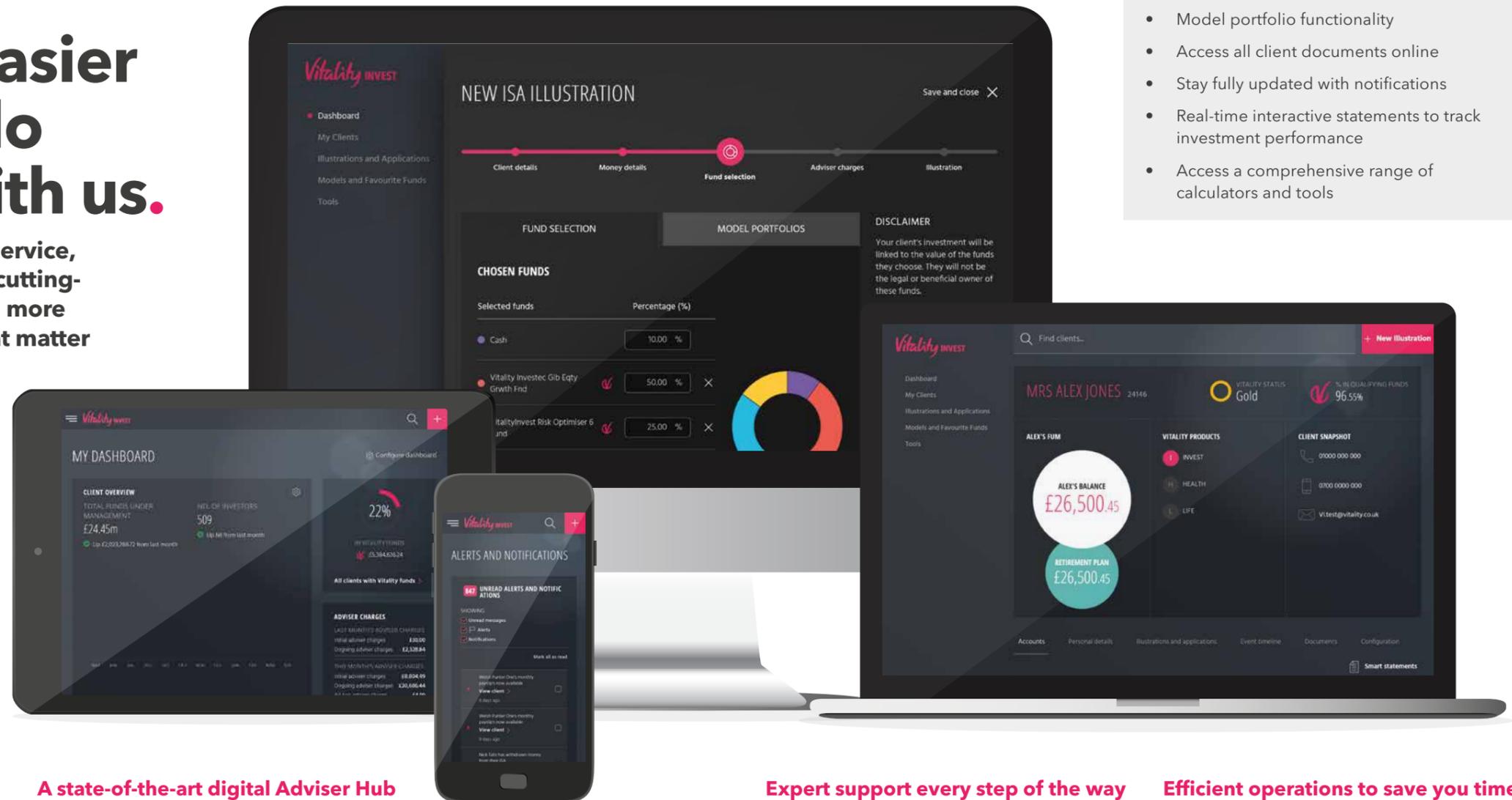
Access to over 500 third-party funds, from more than 50 leading fund managers. Plus model portfolio functionality to help you create your clients' preferred investment solutions.

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This ongoing charges figure (OCF) apply to the Series F funds which are available on plans with Healthy Fee Saver. Separate fund charges apply to plans with Healthy Fee Saver and Boosters.

# Making it easier for you to do business with us.

With our Defaqto Gold-rated service, UK-wide adviser support and cutting-edge technology, we give you more time to focus on the things that matter to your business.



## Adviser Hub features

- Works seamlessly on desktops, smartphones or tablets
- Customisable experience with personalised dashboards
- Create illustrations in less than a minute
- Model portfolio functionality
- Access all client documents online
- Stay fully updated with notifications
- Real-time interactive statements to track investment performance
- Access a comprehensive range of calculators and tools

### A state-of-the-art digital Adviser Hub

We've invested in a digital hub, created from the ground up, without the constraints of legacy systems. It helps you spend less time on client admin and more time to focus on the things that matter to your business.

**New**

**Real-time interactive statements** - for easy tracking of investment performance and plan transactions. You can also produce regular reports to share with your clients.

### Expert support every step of the way

- **150 UK-wide Business Consultants and Investment Specialists**, offering face-to-face, phone-based or online support.
- **Technical expert support** to give you guidance, when you need it, on legislation, tax rules, trusts, pension transfers and crystallisation events.
- **UK-based Operations Consultants**, offering a same-day response for queries received by 4pm. Each consultant is Investment Operations Certificate level 3 qualified.
- **Marketing tools and sales aids** to help you showcase our proposition to your clients.

### Efficient operations to save you time

- **99.7% of calls answered immediately** so you can get through to us quickly.
- **Origo transfers\* take 9.5 days for pensions and 11 day for ISA and Junior ISAs** when using an automated transfer service with no wet signature.
- **Non-Origo transfers\* take 45 days for pensions and 29 day for ISA and Junior ISAs** when using a paper process.

\* From original client request to marking funds as sent. Based on data from July - Sept 2019.

# Junior ISA special offer.

As the tax year end approaches, we're offering your clients the opportunity to pay no product charges on a Junior ISA from next tax year, and every year after that.



## How it works

1. Client opens a VitalityInvest Junior ISA before 5 April 2020. They need to be the registered contact for the plan.
2. Client also has an existing VitalityInvest Retirement Plan or ISA or opens a new VitalityInvest Retirement Plan or ISA before 5 April 2020.
3. Before the offer ends on 5 April 2020 they'll need to:
  - invest £5,000 or more as a lump sum or transfer, into a new or existing VitalityInvest Retirement Plan or ISA; or
  - set up monthly payments of £200 or more into their new VitalityInvest Retirement Plan or ISA; or
  - increase their monthly payments by £200 or more into their existing VitalityInvest Retirement Plan or ISA

## How clients can continue to benefit in future years

By staying invested in the Junior ISA and paying £5,000 or more into the parent's Retirement Plan or ISA in future tax years, they can continue to pay no product charge on the Junior ISA.

## Plans with Healthy Fee Saver and Boosters.

In addition to plans with Healthy Fee Saver we continue to offer plans with Healthy Fee Saver and Boosters. These plans incentivise clients to save sooner, invest for longer, manage their income drawdown and look after their health.

### Healthy Living Discount

Now with a lower product charge structure.

Value of investment across all plans	Bronze status	Silver status	Gold status	Platinum status	
	Vitality and Third-party funds			Third-party funds	Vitality funds
Amount under £75k	0.40%	0.30%	0.25%	0.20%	<b>0.00%</b>
Amount over £75k up to £150k	0.30%	0.22%	0.20%	0.15%	<b>0.00%</b>
Amount over £150k up to £250k	0.25%	0.20%	0.15%	0.10%	<b>0.00%</b>
Amount over £250k	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

### Investment Booster

Clients now get a 2% boost every 5 years on top of any returns.

Our unique Investment Booster motivates clients to start investing earlier, invest more and let it grow for longer. When your client invests in eligible Vitality funds for five years, we'll boost their investment by an extra 2% - on top of any returns they've made. Every five years, we'll boost their money by an extra 2% again. This means if they invest more with us every year, after five years they'll receive a boost each year.

### Retirement Booster

Clients can get back up to 50% of the income they draw down each year.

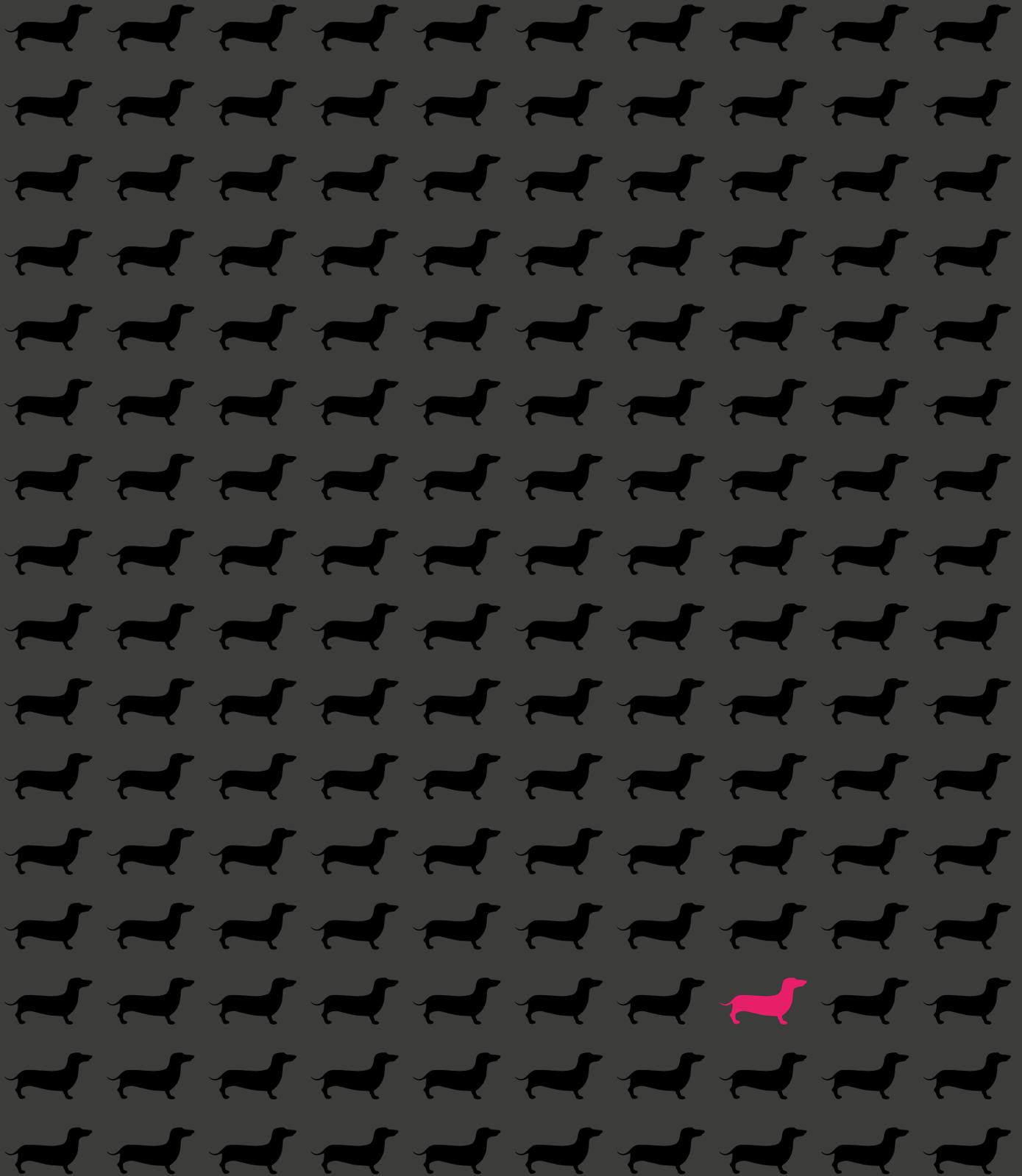
With our Retirement Booster, your clients could boost their pension pot every year, on top of any returns, by up to 50% of the income they draw down each year. They just need to stay invested in eligible Vitality funds and maintain positive lifestyle habits.

% of drawdown pot taken as income in the year	Retirement Booster percentage			
	Bronze status	Silver status	Gold status	Platinum status
0% - 1%*	10%	20%	40%	50%
1% - 2%	7.5%	15%	25%	35%
2% - 3%	6%	12.5%	15%	20%
3% - 4%	4%	7.5%	12.5%	15%
4% - 5%	0%	5%	10%	12.5%
5% - 6%	0%	2.5%	5%	7.5%
6% - 7%	0%	0%	2.5%	5%
7% - 8%	0%	0%	0%	2.5%
8%+	0%	0%	0%	0%

\*If your client withdraws less than 1% we will calculate their Retirement Booster as though they had withdrawn 1%.

The value of investments and any income from them may go down as well as up and are not guaranteed. Investors may get back less than the original amount invested.

This content has been prepared for information purposes only and does not contain or constitute investment advice.



## Find out more.

Talk to your **Vitality Business Consultant** or visit [adviser.vitality.co.uk/launch2020](https://adviser.vitality.co.uk/launch2020)

Correct as of January 2020 and is relevant to Vitality plans and service only.

VitalityInvest is a trading name of Vitality Life Limited and Vitality Corporate Services Limited. Vitality Life Limited is the provider and scheme administrator of the VitalityInvest Retirement Plan and the manager of the VitalityInvest ISA and the VitalityInvest JISA and is authorised and regulated by the Prudential Regulation Authority and regulated by the Financial Conduct Authority. Vitality Corporate Services Limited is an authorised intermediary of Vitality Life Limited and arranges and administers the VitalityInvest Retirement Plan, the VitalityInvest ISA and the VitalityInvest JISA and is authorised and regulated by the Financial Conduct Authority.

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