

FAIR VALUE ASSESSMENT



What is a Fair Value Assessment?

As part of Consumer Duty, all platforms (and product providers) are required to provide a value assessment of their products and services. This needs to be carried out within a robust framework and methodology so as to ensure that GrowthInvest can properly assess whether our products and services offer value for money for customers within our target markets. Value can be assessed by using internal data and information, or by conducting customer research. The FCA expects any non-monetary costs and benefits to be assessed qualitatively.

Parts of this value assessment are built into our existing processes, and therefore are carried out on an ongoing basis. A full value assessment will be carried out on an annual basis, so to as ensure that GrowthInvest continues to deliver good customer outcomes.

How is GrowthInvest delivering good outcomes for Customers?

GrowthInvest is a secure online platform, specifically designed to simplify research, investment and reporting on tax-efficient and alternative investments including EIS and SEIS funds, VCTs and IHT products. We believe that this helps advisers deliver good customer outcomes and helps meet their financial goals.

As a company and as a business, GrowthInvest has always placed both our financial intermediary clients and their underlying customers, at the heart of everything we do and focus on.

Value Assessment

We have assessed our platform proposition, services and associated products and services, and believe that it offers fair value:

| PRODUCT OR SERVICE | VALUE FOR MONEY ASSESSMENT | DATE |
|---------------------------|----------------------------|---------|
| GROWTHINVEST PLATFORM | OFFERS FAIR VALUE | Q1 2025 |
| STANDARD PLATFORM ACCOUNT | OFFERS FAIR VALUE | Q1 2025 |
| ISA ACCOUNT | OFFERS FAIR VALUE | Q1 2025 |

Value Assessment Framework

Our Value Assessment framework defines our approach to conducting the value assessment, and is based primarily around 3 wider assessment categories which are:

1. Price
2. Platform
3. Service

It is reliant on the methodology, our existing governance processes, and the target market statements.

Value Assessment Methodology

Our methodology has been to group our assessment into 3 key areas of focus, which are outlined below, along with a summary of the reason for our approach:

- 1. Price:** A clear view of all charges applicable to the customer is vital part of the assessment as to whether fair value is being provided.
- 2. Platform:** This covers the overall “product” which is used by the customer, and the key features which they are benefitting from. Includes additional services offered as part of the overall proposition, as well as the functionality and features of the platform itself.
- 3. Service:** The service is an integral part of the offering, and most form a vital part of any value assessment.

We have also included the development of user “personas” at end customer level, as well as our users within financial intermediary firms. This provides a useful basis to provide example customer scenarios, with which to test the value assessments. For example, to check which customer persona may wish to use a new report or piece of functionality.

1. Price:

Our Assessment includes all fees and charges paid by our customers, as well as overall market positioning, our income from fees in relation to the overall charges paid by the client across the whole value chain. We carried out price comparisons with equivalent platform products and services in the wider adviser market, as well as comparisons with any similar competitive products and services (whether direct to customer or advised). This has included external data sources, where available, as well as our own detailed internal research.

2. Platform:

We have assessed the overall platform and the GrowthInvest proposition by comparing all key features, the available product range, and the additional services that we offer alongside the platform, as well as the overall security and reliability of the platform. Wherever possible, we have reviewed against any competitive propositions, or an equivalent service used by financial intermediary firms for more traditional main market products. For example, in reviewing and prioritizing certain products or features within the product pipeline. The assessment includes data around customer usage of platform features and functionality, as well as end customer and adviser activity statistics and MI.

3. Service:

Our service assessment includes all areas that have an impact on our customers, including financial intermediaries requiring service to deliver good outcomes to the end customer. This includes customer feedback, internal SLA performance, performance vs. internal targets and any external or 3rd party feedback. This has been mainly centered around the internal client services team, including our Head of Client Engagement. We introduced a new customer support platform to centralise all client communications, and allow us to better monitor response times. This has been part of our ongoing service monitoring and is reviewed on an on-going basis. In the last 12 months we have run a number of specific research and feedback sessions for clients on the GrowthInvest platform and user interface to ensure we better understand our clients requirements.



Support

If you have any questions, please do not hesitate to contact the GrowthInvest Client Services team **via the portal**, by email at **clientservices@growthinvest.com** or call us on **0300 303 0037**.



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