

LV= ISA - ISA Growth Plus Fund

Key Information Document (KID)

Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Product

LV= ISA - ISA Growth Plus Fund. ISIN code: GB00BNSMZ037

Liverpool Victoria Financial Services Limited, [LV.com](https://www.lv.com). Call us on **0800 681 6292** for more information.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Correct as at 12 May 2025.

You are about to purchase a product that is not simple and may be difficult to understand.

What is this Product?

Type:

This product is a tax exempt, single premium, stocks and shares single investment with life assurance with no Capital Guarantee purchased at outset. It is a unitised with-profits product which simply means we use units and unit prices to measure your investments and your ISA's value. You can only select one investment fund within your LV= ISA. You can make additional lump sum investments into it at any time, subject to the annual ISA allowance and product minimums, and transfer in previous and current tax year investments from other ISA providers. We also accept Additional Permitted Subscription allowances, but only as a one off payment.

Objectives:

The LV=ISA - ISA Growth Plus Fund is designed primarily to meet your needs for steady capital growth in the value of your savings over the long term, together with a medium level of investment risk. Our risk assessment is based on our investment objectives and the mix of assets in the ISA Growth Plus fund. You'll notice a different risk indicator over the page, comparing this fund to other products. It's based on 5 years simulated performance of historical performance data of the underlying asset class used to form this fund. Within this objective we aim to invest in more sustainable assets in this fund. The unitised with-profits fund invests directly or indirectly, in a diversified portfolio of fixed interest, equities, property, cash and other related instruments. *Fixed interest securities can include government bonds and corporate bonds. Equities refers to shares in companies. Other related instruments refers to different types of investments, often used for the purpose of efficient portfolio managements, not covered in the previous definitions.

This is a stock market related investment which can rise and fall in value, and you may get back less than you've invested.

Money is initially invested into the fund at the underlying unit price and the investment is valued at the underlying price for the first 26 weeks (roughly six months). After this period the fund is valued at the averaged price. The averaged price is calculated by taking the average of the fund's underlying unit price over the preceding 26 weeks. The averaging mechanism aims to help smooth out the effects of short-term market volatility. In certain circumstances, LV= value's your investment using the underlying price instead of the averaged price, even after the first 26 weeks. You can find out more information about this within the LV= ISA Plan Conditions.

You can switch your fund choice at any time, choosing between a range of funds. The first three fund switches a year are free, but we'll apply a charge if you switch more than this during the ISA plan year (the ISA plan year starts from the date the LV= ISA Plan was set up). If you switch funds, all investments within your LV= ISA must be moved over to the chosen fund. Fund switches will be transacted 10 working days after the request is received by LV=.

Intended retail investor:

This product is intended for investors who are prepared to take on a medium level of risk of loss to their original investment in order to gain a potentially moderate growth and who plan to stay invested for at least 5 years and ideally 10 years or more. You can invest in this ISA if you're age 18 or over.

Insurance benefits and costs:

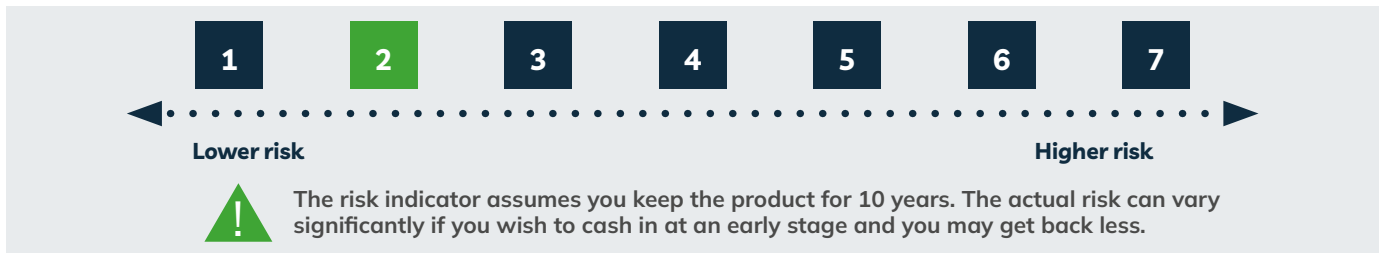
The LV= ISA is a whole-of-life single premium investment with a small amount of life cover included, which will provide 100.1% of the value of the LV= ISA in the event of the death of the life assured. A monthly management charge is applied to the LV= ISA which includes any costs of providing the life cover. The charge is deducted by cancelling units in your LV= ISA. The impact of the charge is shown in the 'Costs over time' table in the section entitled 'What are the costs?'. This is a single life investment and the minimum age of a life assured when the LV= ISA is set up is 18 years and maximum age for any investments into the LV= ISA is 84 years attained.



What are the risks and what could I get in return?

Risk Indicator:

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you.



We have classified this product as 2 out of 7, which is a low risk class. This rates the potential losses from future performance at a low level, and poor market conditions are very unlikely to impact our capacity to pay you.

This product does not include any protection from future market performance so you could lose some or all of your investment. If we are not able to pay you what is owed, you could lose your entire investment.

Investment Performance Information

What are the risks and what could I get in return?

The LV= ISA – ISA Growth Plus Fund invests in a diversified portfolio of fixed interest, equities, property, cash and other related investments. The mix for this fund is typically more weighted to investments that carry a higher degree of risk like equities that can have higher growth rates than less risky investments like bonds. This fund also aims to focus on investments that are more sustainable in nature. The value of these investments, and as such the growth of your (money) investment in the fund, will rise and fall due to various factors. These factors can include, among other causes, the impact of inflation, interest rates, currency exchange rates, the state of the economy, and even natural or man-made disasters.

As the fund invests in a variety of assets, the most appropriate way to compare performance is through comparison with other funds with a similar mix of investments. Performance information is usually published on providers' websites, for example in fund factsheets. The fund is expected to perform in line with funds that are in the same category, mixed investment 45-80% shares, as set by the Association of British Insurers (ABI) over the long term but with lower volatility than funds that do not smooth their unit price. To understand more about smoothing please read our LV= Smoothed Managed Funds Customer Guide.

What could affect my return positively?

The LV= ISA – ISA Growth Plus Fund invests in a variety of asset types across geographical locations, this is in order to provide sources of positive return as expectations regarding factors such as interest rates and economic growth change. For example, during a period of stable global economic growth, the equity investments within the fund are expected to have a positive effect on the fund return. While in a period of economic slowdown and falling interest rates, the fixed interest investments are expected to have a positive effect on the fund return.

For example in 2018 the global economy was relatively stable and so we saw growth in both equities and bonds, leading to a rise in value for our Growth fund.

What could affect my return negatively?

A period where stock markets fall in value, such as economic recession, movement in interest rates, inflation, pandemic, Brexit, and geo-political unrest (war and sanctions).

The LV= ISA – ISA Growth Plus Fund is invested in multiple asset classes which are spread globally by region, this is in order to provide investors with returns that are robust under a range of potential circumstances. For example, in a situation where the global economy is slowing and the expectations of company earnings are declining, equity investments may have a negative effect on the fund return. Whilst a prolonged period of strong economic growth, may lead to inflationary pressures which cause an increase in interest rates and fixed interest investments to have a negative effect on fund return.

For example in March 2020 the COVID 19 crisis hit the equity market very hard and so growth in our LV= ISA – ISA Growth Plus Fund was restricted.

If you take your money out under severely adverse market conditions, you may get back less money than you paid in, your capital is at risk. The smoothing of the unit price can also be suspended at our discretion in exceptional conditions or if the underlying price is 80% or less than the averaged or 'smoothed' price. This may mean the value of your money is worth less than it would have been if the smoothing had not been stopped.

What happens if LV= is unable to pay out?

If we ever did get into financial trouble and couldn't honour our commitments, you would be entitled to compensation from the Financial Services Compensation Scheme, which is funded by the insurers. For this type of product, the scheme covers 100% of the claim. For more information go to [fscs.org.uk](https://www.fscs.org.uk) or call 0800 678 1100 or 0207 741 4100.

What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs.

The amounts shown here are the total costs of the product itself, for three different holding periods. The figures assume you invest £10,000. The figures are estimates and may change in the future.

Costs over time

Investment £10,000 Scenarios	If you cash in after 1 year	If you cash in after 5 years	If you cash in after 10 years
Total costs	£96	£527	£1,197
Impact on return (RIY) per year	0.99%	1.00%	1.00%

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Composition of costs

The table below shows:

- the impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period;
- the meaning of the different cost categories.

This table shows the impact on return per year (%)

One-off costs	Entry costs	0.00%	The impact of the costs you pay when entering your investment.
	Exit costs	0.00%	The impact of the costs of exiting your investment when it matures.
Ongoing costs	Portfolio transaction costs	0.00%	The impact of the costs of us buying and selling underlying investments for the product.
	Other ongoing costs	1.00%	The impact of the costs that we take each year for managing your investments.
Incidental costs	Performance fees	0.00%	The impact of the performance fee. We take these from your investment if the product outperforms its benchmark.
	Carried interests	0.00%	The impact of carried interests.

How long should I hold it and can I take my money out early?

Recommended holding period: at least 5 years and ideally 10 years or more

Although you can exit this product at any time this ISA is designed for longer term investments for capital growth in the value of your savings. It is open-ended, with a recommended minimum holding period of at least 5 years, and ideally 10 years or more.

However, you can cash in your LV= ISA without penalty on any working day during the lifetime of your LV= ISA, or hold the plan longer. The value of the fund will be determined by the declared unit price set at noon for the working day of the request. This will usually be the averaged price (other than in the first 26 weeks of your investment or at any other time where LV= applies the underlying price instead of the averaged price, as set out in the LV= ISA Plan Conditions). The averaged price is published on our website. LV= may apply up to a 10 working day waiting period before we process a request as explained in the ISA Plan Conditions. If a waiting period is applied we will confirm your request and how long the waiting period will be.

How can I complain?

If you have a complaint about any part of the service you receive from us please contact us on **0800 681 6292** (for textphone, dial 18001 first). You can also email us at LifeComplaints@LV.com or write to us at: Life Complaints, LV=, County Gates, Bournemouth, BH1 2NF. For more information please contact us, or visit our website LV.com/complaints.

If you are still unhappy with our decision or resolution, you can ask The Financial Ombudsman Service (FOS) to look at your complaint free of charge. For more information and how to contact them please visit their website at financial-ombudsman.org.uk.

If your complaint is about the advice you received in relation to this product please contact your financial adviser and ask them for details of their complaints procedure.

Other relevant information

Please read this document along with your personal example, the Supplementary Information Document (SID), ISA Terms and Conditions and LV= ISA Plan Conditions. These documents provide you with important information about this product.

This document assumes no mutual bonus is paid, however with-profits members will be eligible to participate in the future financial performance of LV= through mutual bonus declarations. With this KID you should have also been provided with a booklet called 'Your guide to how we manage our unitised with-profits LV= ISA business'. In this you'll find useful information to help you understand how we manage your investment in our with-profits fund. We strongly recommend you take a few minutes to read it.

You can obtain further contractual information about us and this product on our website at LV.com/investments/ISA. We will also review, if deemed necessary at any time and publish the KID each year; you can find the new version at LV.com/investments/ISA. Without prejudice to ad hoc reviews, the KID will be reviewed at least every 12 months.

If you'd like us to send you this document or any future correspondence in another format, such as Braille or large print, please just let us know.

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