PRISM

WEALTH MANAGEMENT
HERTFORD

Fair Value Statement

Prism Wealth (Hertford) Ltd

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1 Summary

In direct response to the requirements of FCA's Consumer Duty legislation, we have carried out an extensive review of our business and our service proposition to clients. This fair value statement should be read in conjunction with our firm's Consumer Duty Implementation documents, referenced below.

- Target Market Assessment
- Service Charter
- Centralised Investment Proposition

These documents collectively represent the evidential commitment of our business to the requirements of Consumer Duty.

This professional and ethical behavioral framework we feel is central to our firms' values and aligns perfectly with our focus on delivering value to our clients. These things are of vital importance to us, supporting the development lifelong and trust-based relationships with our clients.

2 Our Business

Prism Wealth Management Ltd is an appointed representative of Best Practice IFA Group Ltd which is authorised and regulated by the Financial Conduct Authority.

In 2023 our firm was as a trading style of Oculus Wealth Management (Bishop Stortford). In 2025, Prism Wealth Management Ltd was established as a financial planning business under the regulatory umbrella of Benchmark. Core to our philosophy are the principles of transparency, fairness and 'doing the right thing'.

These values lie at the foundation of our approach to client service and have guided the evolution of our client proposition to where it is today.

We and our clients both place considerable value in our ability to be able to source 'whole of market' client solutions for every client need. They derive great comfort from the notion that we are truly bespoke in our client advice.

We are a holistic financial planning business. To us and our clients, this means we are available to them and their families on a 24/7 basis to provide trusted counsel and advice on all of lives financial matters.

3 Ownership Structure

We are a business that has been owned by our staff since inception and are committed to this principle. This enables every member of the business to focus on one thing – looking after our clients with every resource available to us. It's all we do. It's why our clients work with us.

4 Business Structure

One of our strengths is being with Benchmark and the access to resources that affords us. We know our clients appreciate the value this means for them and the security it brings.

Having said that, we have a relatively small advisory capacity, and this derives a laser like focus on our clients. We know our clients value this about us.

5 Benchmark Central Services

Benchmark provides institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance. Their use of leading-edge client technology and advisory management systems deliver tremendous value to our business. Knowing the institutional strength of the Söderberg Group sits behind Benchmark, also gives us great peace of mind about the security of our business going forward.

By engaging with Benchmark, we are able to effectively outsource a number of key compliance and regulatory functions within our business, which ultimately enables us to focus our time and energy on thinking about our clients' financial lives. This gives us the systems capabilities to excel at our job, which is delivering financial advice to our clients.

Benchmark delivers a range of first-class compliance and adviser services which we feel represent real value to our clients, by leveraging the quality and services of an

organisation like Benchmark, we have comfort that we will remain at the leading edge of our profession, ensuring we maintain a high-level approach to serving our clients. Many of the benefits we derive, we see as having direct value add relevance for our clients, including:

The provision of an independent complaints handling process for all of our clients,

enhanced professional indemnity insurance.

integrated client technology systems, including the Wealth Platform

independent compliance supervision of our advisers and the suitability of our client advice.

7 Our Advisory Services

A 24 / 7 / 365 service is about having a professional on hand to help clients make their most important financial decisions.

We build multi-year relationships with our clients based on trust and understanding. At the end of the day, it's the comfort and security we provide as a result of the quality of our ongoing advice and the long-term relationships we cultivate with our clients and their families that really matter.

Having researched and laid down our initial advice, we will work proactively in the background and thinking about client goals and objectives and evaluate all the options, then present the most appropriate option for clients to consider. We review the performance of our advice annually in the annual review meeting, and make sure our advice remains on track to meet goals.

Clients have access to an adviser throughout the year who will work with to ensure clients financial plans are on track to meet goals. Whatever life might throw at us, we will be here to help our clients understand and respond to those challenges.

For us and our clients, the annual review is a critical part of the financial planning journey and our annual ongoing advisory service. It gives us an opportunity to sit down with you and your family, to reflect on the past year and to look forward and consider what might be on the horizon for you in the coming years. To give you reassurance and peace of mind about how your investments are tracking against your goals and to review our plans in the context of any changing circumstances in your life, new goals, or changes in your objectives.

Our ongoing service option means that we are here to support client life journeys, with regular reviews to ensure they remain on track. We adapt the plans as your circumstances change and keep clients updated with changes that may affect their future. Peace of mind and financial security is our aim.

We do so much more than just provide advice to our clients; we are a natural relationship to call on for anything with a financial element and often act as the source of introductions to other professionals for related counsel.

This removes the financial worry from clients, knowing that someone is taking care of them on an ongoing basis.

8 Our Investment Proposition

Prism Wealth Management Ltd offer independent advice across the market. Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. We choose to outsource investment management to professional money managers. Our skill is in selecting which ones to blend together to build portfolios aimed at meeting your goals. We have the time to and professional skillset to monitor your investments and the investment managers. To make sure we stay on track to meet your goals, we tend to your investments while you give all the other things in life your full attention.

Our approach means that our time is focused on you and your financial plans. We let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

To assist us, we used a team-based investment committee call Vector. This is a financial planning framework designed to provide a range of long-term risk and return guidelines and forward-looking assumptions. These help to determine your approach to investment risk and to build detailed long term financial cashflow plans personalised for you. They are supported by risk aligned, outsourced investment solutions which cover a variety of

investment styles. If a solution is no longer delivering as expected, it's important that appropriate action is taken.

Vector brings several benefits to the investment advice process including:

Independence – With a whole of market approach, every asset manager across the market is considered.

Choice – Access to multiple managers and investment styles, such as active, passive, and blended.

Diversification - The allocation between asset classes can be one of the largest drivers of investment returns and is a key part of the process. Spreading investments across a range of markets helps avoid 'putting all your eggs in one basket' and gives you a better chance of achieving more consistent returns.

Consistency – Regular reviews ensure that investments are delivering against expectations and your goals, providing balance and consistency between risk and reward.

Oversight - An investment committee is responsible for manager selection, overseeing portfolio performance and risk, as well as asset class construction. They also ensure choices made by the selected managers are in your interests as the investor.

Reassurance – To help you visualise and determine your financial objectives and life goals.

9 Technology

One of the reasons we chose to work with Benchmark, was their technology. Ultimately backed by the Söderberg Group, we have every confidence that the security of our client's information within Benchmark's client management technology systems, is in very safe hands. This decision is something we know our clients expect us to get right. It's incredibly important to them and a reason they feel safe working with us

10 Training and Development

Maintaining professional competency and standards is a staple in our industry. Not dissimilar to other professional services such as accounting and legal. These represent both commitment to technical excellence as well as a material time and cost expense.

Through our relationship with Benchmark and membership of professional bodies, we have access to high quality structured training and professional development program for our advisers. Maintaining our professional knowledge across all aspects of financial

planning including regulatory and tax legislation updates, ensures our advice to our clients is always going to be suitable and up to date.

11 Firms Fees to Client

Prism Wealth Management Ltd charge 3% of any newly engaged AUM (not including cash held in clients own name, premium bonds, direct property or any assets held on platform that can easily facilitate adviser engagement). This is capped at £5000 per client and covers the work required by Prism Wealth Management Ltd to collate and document all information, liaise with client, produce reports and implement the agreed plan of action.

If a client starts a protection plan, there may be commission paid to the adviser at Prism Wealth Management Ltd which can help offset the fees (or perhaps the premium paid by client is reduced)

Annual review are charged at 1% of AUM (deducted on a monthly basis, pro rata). Client understand and accept this annual fee (and the initial fee) by signing a 'Service Charter', that highlights costs and service' on a regular basis.

There are certain cost savings of working with an adviser at Prism Wealth Management Ltd that can be quantified. For example, at the time of writing this document (26/06/2025) if a client holds over £600k directly on a Transact platform then Transact charge the client 0.26% pa. However, the same client would pay only 0.17% if an adviser is engaged. Perhaps more importantly, if a direct client wants to invest over £100k of 'new' cash then Transact would apply a fee of 0.75%. This fee is waived if the same action is taken with the aid of an adviser.

There may be other savings afforded to the client, for example it may be that some funds are provided more cost effectively when an adviser is employed. Prism Wealth Management Ltd cannot guarantee that the funds selected will lead to 'outperformance' however there is value afforded to the client in that recommended funds will be diverse, regularly researched/approved and within agreed attitude to risk (reducing chance of loss that is outside the client's capacity of loss).

There are many other benefits of working with an adviser at Prism Wealth Management Ltd that are less tangible such as the peace of mind afforded by the fact that advisers are readily available at times of need (please see the iceberg picture below).

There could be tax savings made along the way. For example, younger clients may save income tax by use of pension contributions that they may otherwise have

overlooked or have avoided due the hassle involved (made simpler by the help of the adviser).

It could be that the tax penalties are avoided, for example an individual without an adviser may not be aware of contribution thresholds for certain products and could inadvertently incur penalties. However, an adviser could help avoid such situations and also help ensure the clients remain withing legislation.

People in later life may not be aware of all the options available for inheritance tax planning, or they may simply be too overwhelmed to take any action. As adviser from Prism Wealth Management Ltd could help provide clear advice and assist in any action required. This makes thing so much simpler that people are more likely to implement a course of action.

It is also hard to quantify the value added by regularly reminding clients to update and keep wills, trusts and/or power or attorneys. Ultimately, regular reviews with an adviser who has taken time to get to know the client offer peace of mind and the price of which cannot be overstated or valued.

The Prism Wealth Management Ltd Market assessment notes circa 127 anticipated clients in 2025. We arrived at our charge structure having considered the resource it takes to deliver the service. This was with particular reference to the number of hours it takes to service the clients over the course of a year.

12 General Value Statements – Working with us – Tangible and Intangible Benefits

Working with a financial planner provides peace of mind. We build multi-degree trust-based relationships with our clients. We get to know what really matters most to them and their families. What they are trying to achieve in life.

Our relationships are often the longest standing relationships our clients have. They lean on us for so much more than the financial plans we cultivate and manage for them. This doesn't happen without trust.

We assist with life coaching and financial education, in particular helping families' children with financial education.Financial coaching – professional sense check – behavioural guidance - we help to take the emotion out of financial decision making and help clients from falling into common mistakes.

We often act as a personal sounding board for financial decisions. Our professional knowledge of financial matters allows clients to think about things they perhaps wouldn't have even contemplated.

There is a further list of Valued added services we provide that are not immediately recognised in our How We Charge client facing document.

Ultimately, we deliver peace of mind to our clients.

What does a financial planner do?