

GET GREAT VALUE
NOW AND IN
THE YEARS AHEAD



The Fidelity guide to pricing

Personal Investing





Value and support throughout your investment journey

Whenever you're thinking about buying something, from a phone or a car to a nice meal or a weekend away, you know the price is important. But it isn't everything. What really matters is that you get good value – and this is about looking at the whole picture.

The same is true in investing. You have to think about the cost because the price you pay for your funds affects your potential returns, but it's also essential you ensure the service you get will give you everything you require to make successful investment decisions.

Fidelity Personal Investing has been designed to support you at every step of your investment journey. We have an extensive range of tools, services and investment options – alongside our low costs – and you are free to use as many as you want to meet your specific requirements.

I believe we are genuinely the best value service, as we are able to support and guide investors with many different goals (from investing for retirement to saving for children), as well as all levels of knowledge and experience.

This short guide explains how our charges work and gives you a quick introduction to what they pay for. I hope you find it useful.



Jonathan Hewitt
Head of Personal Investing

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What you pay

There are three main types of charges you can pay when you invest in funds. First, there's the cost of the funds themselves, such as their ongoing management charges. This goes to the companies that run the funds. Next, there's the service fee for the fund supermarket where you buy your funds. It can be a flat rate or a percentage of your portfolio. Finally, there are any additional costs from the fund supermarket. Here's how it works with Fidelity.

1. Fund company charges

A fund's management charges are taken directly from its assets by the company managing them. It's set as a yearly rate (around 0.95%, on average, though it can be as low as 0.06%) but actually taken as a tiny amount each day, so you're always up to date with your costs.

Some companies also have additional charges they impose, which apply on most, if not all, fund supermarkets. The most common is a bid-offer spread. This means that the price you buy shares (the 'offer') is a little higher than the price you get when they are sold (the 'bid'). It's effectively an initial charge from the fund management company.

There are very few other fund manager charges, but there are three to keep in mind. First, a few funds have a performance fee. This is triggered when they hit a pre-set target and means you pay a percentage of any returns over this level – normally in addition to their ongoing charge. Second, a small selection of funds have a fund manager buy/sell charge. This is paid to the company that runs them. Finally, if you put your money in offshore funds denominated in a currency other than sterling, there will be a foreign exchange charge for investments and withdrawals. Visit [fidelity.co.uk/pricing](https://www.fidelity.co.uk/pricing) for details.

Fidelity bonus: We are committed to helping you make the most of your investments, so we have negotiated reduced ongoing charges on over 240 funds in our range – and we're always looking to add more to the list. In some cases, it's paid through a lower charge, while in others you receive a rebate. To see the full range, visit [fidelity.co.uk/discount](https://www.fidelity.co.uk/discount)

2. Fidelity Personal Investing service fee

This pays for everything we offer you. Our standard service fee for our fund range is 0.35% – and it drops to 0.20% if you have £250,000 or more invested with us (with no fee at all on any assets you hold over the level of £1 million).

The main exception to these charges comes on portfolios worth less than £7,500. There’s a flat rate fee of £45 a year on adult portfolios and £25 a year on children’s portfolios (which covers our Junior ISA and Junior SIPP). In addition, the service fee on investment trusts and exchange-traded funds (ETFs) is capped at £45 a year – and there’s no service fee at all when you hold these funds in our Investment Account. Please see the next page for more information.

You don’t have to do anything to pay the service fee. In fact, you don’t even have to worry about keeping cash in your account (or facing a trading charge if you fail to). Unlike some companies, we take the fee directly from your investments.

In most cases, we will use your largest holding by value within each account. We calculate the fee on the first of every month and automatically deduct it around the 15th of the following month. It then appears as ‘Service Fee’ on your statement. One partial exception is our SIPP, where we’ll take the fee from cash holdings, if they’re available.

Better value the more you invest

| | 0 to £7,499.99 | £7,500 to £249,999.99 | £250,000 to £1m | £1m+ |
|-----------------|--|-----------------------|-----------------|---------------|
| All investments | £45 flat fee (or £25 for Junior ISA/SIPP) | | | |
| | 0.35% on ALL assets (the service fee for ETFs and investment trusts is capped at £45) | | | |
| | 0.20% on ALL assets (the service fee for ETFs and investment trusts is capped at £45) | | | Capped at £1m |

Fidelity bonus: We believe in giving you great value, so we add all your accounts together before we work out which fee band you are in.

* There is a 0.1% dealing charge for investing in ETFs and investment trusts. In addition, 0.5% stamp duty applies to any purchases made in investment trusts. For full details, please refer to our Doing business with Fidelity document available at fidelity.co.uk/kfd

3. Additional fund supermarket charges

Lots of companies have these charges. In some cases, there can be over 20 individual costs you could face.

We're different. We believe in clear and upfront pricing, so we don't have any additional charges. As far as our fund range goes, you pay our service fee and that's it.

Charges on other investments

We know that some of our customers like to have more investment choice, which is why we offer a selection of investments that are run like funds, but are listed on the stock market. As investment trusts and exchange-traded funds (ETFs) are bought and sold like shares, there is a dealing charge of 0.1% when you make an investment or a withdrawal. You also pay our usual service fees (capped at £45) – plus stamp duty at 0.5% on investment trusts.



What you get

For over 45 years, we've been committed to helping people achieve their financial goals. This dedication has been recognised by more than one million customers, who know they can trust us to look after their savings – and put their needs first.

Whether you're thinking about your first investment or looking for support with an extensive portfolio, we can give you the information, analysis and guidance you require.

There's lots we can do to help. Here are just a few examples.

Take the first step

Our account selection tool looks at the benefits of different tax-efficient accounts in the context of what you need, while our PathFinder tool makes it easier for you to invest in a diversified portfolio that's designed to meet your attitude to risk.

We also have online videos and investment guides that introduce some of the basics.

Develop a portfolio

If you know what you're looking for, our fund supermarket has a range of filters so you can turn funds from over 100 fund managers into your own personal short list. Alternatively, if you'd like some ideas to help you get started, the Select 50 contains funds that our research experts believe stand out from their peers.

Stay informed

Whether you prefer your inbox or your letterbox, just tell us you're interested and we can send you the latest news and insights. This includes Fidelity's exclusive take on developments, so you know what's important and why it matters.

There's also lots of information on our website, including viewpoints from Fidelity managers, fund research, ideas from our financial planning expert and video interviews with leading managers.

Then, when it comes to keeping an eye on your savings, there's our secure online Account Management service and our free iPad App. It means everything you need to know is at your fingertips.

Make plans for retirement

We have a dedicated retirement site that's full of tips and guidance about all sorts of retirement topics – from building up your savings while you're working to deciding on an income that's right for you.

We also have a retirement service that can provide you with guidance or financial advice (depending on what you need). Some of their services carry a charge, but others won't cost you a thing.

Please remember the value of investments can go down as well as up, so you may get back less than you invest. Our guidance service is not financial advice. If you need more help, please speak to an authorised financial adviser. With PathFinder, you should regularly reassess your funds to ensure they continue to meet your attitude to risk and investment goals. The Select 50 is not a recommendation to buy or sell funds.



A small selection of what we have to offer



LOWER COSTS TYPICAL SERVICE FEE:*

0.35%

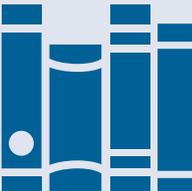
* A FLAT-RATE FEE APPLIES ON PORTFOLIOS WORTH LESS THAN £7,500



FREE
IPHONE
AND
IPAD
APPS



**EXCLUSIVE ONLINE
GUIDANCE TOOLS**
TO HELP YOU
MAKE CHOICES



**ONLINE
LIBRARY**
FREE GUIDES
AND REPORTS



**TAX-
EFFICIENT
SAVINGS**

**NEWS, VIEWS
AND INSIGHTS**

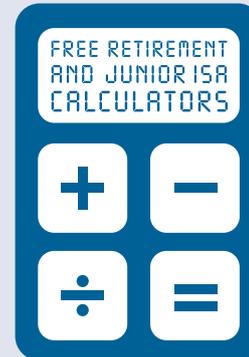
**FROM
INDUSTRY
EXPERTS**



**FUNDS FROM
100+**

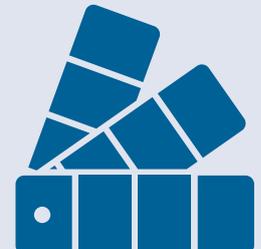


FUND MANAGERS



**FREE RETIREMENT
AND JUNIOR ISA
CALCULATORS**

+ **-**
÷ **=**



**A FULL RANGE
OF RETIREMENT
INCOME OPTIONS**

AWARD-WINNING SERVICE



UK-BASED CALL CENTRE



WE DON'T CHARGE:
ACCOUNT OPENING FEES
ANNUAL ACCOUNT FEES
INCOME REINVESTMENT FEES
EXIT FEES

A few extra questions

Do I pay any charges for switching funds, topping up an account or making a withdrawal?

As we do not have any additional fees when you're investing in our range from over 100 fund managers, we do not charge you for switches, top-ups or withdrawals. However, some funds do have additional charges from the companies running them, such as bid-offer spreads. There are also extra charges on investment trusts and exchange-traded funds. Please see page 5 for more information.

How does the service fee work with joint accounts?

If you have a joint account and accounts held solely in your name, the calculations for the service fee become a little more complicated. We include your joint account when we're adding up all your assets to work out what rate of service fee you pay on your sole holdings – ensuring the lowest-possible service fee for you – but only your joint holdings are counted when we're working out the service fee on them.

In most cases, this won't actually make any difference to what you pay, as taking 0.35% from two accounts separately is the same as taking 0.35% from the accounts added together.

However, if you hold £5,000 in a sole account (such as an ISA) and £5,000 in a joint account, for example, you would pay the 0.35% charge on the sole account (as the total value of the investments is over £7,500) plus the £45 a year fee on the joint account (as it is below £7,500).

Similarly, if you have significant holdings with us, you could pay different percentage fees on your accounts. For example, if you have £200,000 in a SIPP (which is a sole account) and £100,000 in a joint account, you benefit from our reduced 0.20% service fee on the SIPP, but would still pay 0.35% on the joint holdings.

Are there any charges for moving investments I hold with other companies across to Fidelity?

We don't charge you for transferring or re-registering investments to us. Before you start, please make sure you read 'Moving Your Investment to Fidelity'. This contains all the important information about the re-registration and transfer process that you need to consider before making a decision.

Fidelity bonus: We will pay towards your exit fees, if these are imposed by your current provider. For full terms and exclusions, including details of the maximum amount we will cover, please visit [fidelity.co.uk/exitfeeterms](https://www.fidelity.co.uk/exitfeeterms)



Our charges at a glance

| Investments | Costs |
|--|--|
| Funds held in ISAs, Self-Invested Personal Pensions (SIPPs) and solely-held Investment Accounts. | <p>£45 a year service fee if your total portfolio with Fidelity is worth less than £7,500.</p> <p>0.35% a year service fee if your portfolio is worth £7,500 or more but less than £250,000.</p> <p>0.20% a year service fee if your portfolio is worth £250,000 or more.</p> <p>No service fee for any investments over £1 million (though you continue to pay 0.20% on your first £1 million of assets).</p> |
| Funds held in Junior ISAs and Junior SIPPs. | <p>£25 a year service fee if your total portfolio with Fidelity is worth less than £7,500.</p> <p>0.35% a year service fee if your portfolio is worth £7,500 or more.</p> |
| Investment trusts and exchange-traded funds. | <p>Standard service fees on ISAs, SIPPs and Junior ISAs, as shown above (capped at £45).</p> <p>No service fee in our Investment Account.</p> |
| Joint accounts. | <p>£45 a year service fee if your joint account holdings with Fidelity are worth less than £7,500.</p> <p>0.35% a year service fee if your joint account holdings with Fidelity are worth £7,500 or more but less than £250,000.</p> <p>0.20% a year service fee if your joint account holdings with Fidelity are worth £250,000 or more.</p> <p>No service fee for any joint account investments over £1 million (though you continue to pay 0.20% on your first £1 million of assets).</p> |

Fidelity bonus:

Your joint accounts are included in the service fee calculation for your other holdings

As we explain on pages 3 and 4, there are also transactional charges on some investments in our range.

For more information and before you invest, please ensure you have read the Key Investor Information Document (KIID) and/or Fund Specific Information (FSI) and Doing Business with Fidelity which incorporates the Fidelity Client Terms.

If you are investing via the Fidelity SIPP, you should also read the Fidelity SIPP Key Features Document incorporating the Fidelity SIPP Terms and Conditions. These documents give you all the information you need to know about investing with Fidelity, including details on charges. Instructions on how to access these documents can be found at [fidelity.co.uk/importantinformation](https://www.fidelity.co.uk/importantinformation) or by calling us on **0800 41 41 61**.

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