

- \* In the United Kingdom, *uniquely* generous contribution cap per annum:
  - \* ISAs: £20,000
  - \* SIPP: the lower of £60,000 and the salary
- \* Saving into SIPP further claims back personal income tax



# Value proposition

- \* Content-led: stream of educational, news, and personalised posts on the landing page
- \* Offer an integrated view of ISAs and pensions
- \* Market driving forces computed and updated in real time by AI