

Product Name: Lending into Retirement (Variable Rate)



marsden
BUILDING SOCIETY

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Our approach to meeting the Products & Services Outcome and Price & Value Outcome

Information for distributors of the product

This summary document is being provided to you to fulfil our responsibilities under PRIN 2A 4.15R and PRIN 2A 3.12 R (2).

It is designed to support you to comply with your responsibilities under PRIN 2A.3.16 R and PRIN 2A.4.16 R. Please note that you are ultimately responsible for meeting your obligations under 'The Consumer Duty Act'.

This information is intended for intermediary use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- Our Lending into Retirement product range continues to meet the needs, characteristics, and objectives of customers in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The product provides fair value to customers in the target market (i.e., the total benefits are proportionate to total costs).

2. Product characteristics & benefits

The products are designed to meet the needs of the target group, most notably a borrower with a need to secure finance on a property. The product features and criteria are designed to support these needs:

- Free automated valuation (AVM) up to £1million property valuation.
- Fee assist legals on specific remortgage applications.
- Variable rate product.
- Mortgage term linked to maximum age 90.
- Available on repayment, interest only or part and part.
- Option to overpay 5% per annum without early repayment charge.

Full eligibility criteria can be accessed on our intermediary website via [our criteria page](#).

FOR INTERMEDIARY USE ONLY

Principal Office: 6-20 Russell Street, Nelson, Lancashire BB9 7NJ
t (01282) 440583* e intermediaries@themarsden.co.uk w www.marsdenintermediaries.co.uk

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3. Target market assessment and distribution strategy

This target market assessment matrix segments the target customers for the product, recognising their different needs to enable you to tailor the services you provide when you distribute the product.

Customer circumstances:	Borrowers looking to purchase, remortgage or raise capital on a property and take a mortgage into retirement.
Distribution strategy:	Available via intermediaries. Applications can only be accepted on an advised basis.
Customer needs & objectives:	<ul style="list-style-type: none">• Access to 70% LTV lending.• To move property, remortgage or raise capital.• To either pay interest only to maintain the debt, which is to be repaid at the end of term with a proven repayment vehicle, or on a repayment basis with repayment of the capital by the end of the term or a combination of part and part.• To adjust their monthly costs in line with changes to our standard variable rate.

The product is not designed for customers who:

- Intend to let the property.
- Are severely credit impaired.
- Are not in receipt of earned income and pension income at retirement.
- Are below the age of 55.
- Require an equity release mortgage (no monthly repayment).
- Want to fix mortgage costs for a defined period.
- Want to make more than 5% penalty-free overpayments during the product term.
- Do not intend to repay the mortgage at the end of the mortgage term.
- Do not meet our lending or property criteria.

Intermediary distribution is via:

- Networks and their appointed representatives.
- Mortgage Clubs.

All intermediaries must be registered with us.

4. Customers with characteristics of vulnerability

The product is designed for later life borrowers which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

Later life borrowers may not have a comprehensive understanding of the mortgage market. Therefore, they may require additional advice and support to ensure they understand the information being presented to them and the implications of the arrangement they are entering into to reduce the risk of harm occurring.

Later life borrowers are likely to experience health and bereavement problems during the term of the mortgage which may impact on their ability to deal with their affairs or maintain the mortgage payments.

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To support this, we have produced a fact sheet that explains the consequences of taking out the mortgage and where support help and advice is available from.

We also have a contact strategy which means we will contact the borrower(s) at regular intervals to make sure their circumstances have not changed or to offer help and support where they have.

Our colleagues have been provided with the relevant education and training to ensure they have the appropriate skills and experience to recognise and respond to the needs of vulnerable customers and our communications also support the needs of vulnerable customers.

Where we identify a vulnerable customer, we have monitoring in place to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

We have tested the product to assess whether it will meet the identified needs, characteristics and objectives of the target market, including customers in the target market who have characteristics of vulnerability.

Intermediaries should continue to comply with their obligations to ensure that they treat customers in vulnerable circumstances fairly.

Please contact us if you need any further information about how we support the needs of all our customers in relation to the product.

5. Our assessment of value

We have developed a comprehensive and robust assessment process which evaluates several aspects of our business to determine the value of our mortgage product. This analysis is used to ascertain whether the product delivers fair value for customers.

The outcomes of the assessment process are presented to our Operational Regulatory Risk Committee allowing for challenge and further investigation before we sign-off the outcomes and share the summary of our assessment with you.

Our fair value assessment has considered the following:

Benefits:	The range of features that the product provides, the quality of the product, the level of customer service that is provided and any other features that the product offers.
Price:	The interest rates, fees and charges customers pay for the product. Comparable market rates, advice fees paid to intermediaries and non-financial costs associated with opening the product.
Costs:	The cost of funding the product and any other reductions in costs to the customer made possible by trading conditions.
Limitations:	Any limitations on the scope and service we provide or the features of the product.

Results of our assessment

Our assessment concluded that the product continues to deliver fair value for customers in the target market for the product.

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