Meet Joe.
Aged 6.
IQ of 124.
Musical.
Loves nature.
Will he be an artist?
Or a scientist?
Joe’s mum started investing into an ISA last year.
Which in 2036, could help pay off some of his student debt.
Ideally.

That’s what real life savings are for.

Capital at risk

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Home sweet home

Callum and Beth had found ‘the one’.
Dream house.
Amazing opportunity.
Unfortunately it needed way, way more spending on it than they could afford.
Never mind, Beth sighed to her parents, they’d just have to keep looking.
Then Beth’s mum and dad had a thought.
They’d been investing money into a savings plan for years.
If they accessed that now, they could help Beth get ‘the one’.
As a housewarming present.

That’s what real life savings are for.

Capital at risk

Standard Life
There’s a lot to look forward to
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Rainy days

Mario met Gemma 1 year 4 months and 3 days ago.
On Tinder, as it happens.
Wasn’t a big wedding.
But not cheap either.
Mario had a Stocks & Shares ISA with us.
His old nonna was always telling him to put something away for a rainy day.
Cats and dogs as it turned out.

That’s what real life savings are for.

Capital at risk

Standard Life
There’s a lot to look forward to

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