

Product Information for StrideUp's Residential Home Purchase Plan Distributions

Consumer Duty: Our approach to meeting both the Product & Services and Price and Value outcomes.

Product name: Residential Home Purchase Plan (HPP)

Information sheet produced: 19/12/2025

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

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

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 Residential Home Purchase Plan (HPP) products continue to meet customers' needs, characteristics, and objectives in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The products provide 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 support individuals and households in purchasing residential property for their own occupation.

The products are designed to meet the needs of the target group, most notably those with the need to secure home finance via a Shariah-compliant finance product. The product's features and criteria are designed to support these needs.

- A Shariah-Compliant residential home finance product.
- A range of fixed-term product options, including 2 and 5 years (with Early Redemption Payment Charges for the period of the product term).
- Ability to make overpayments of up to 10% of the annual finance balance during the fixed rental rate period, without incurring Early Payment Charges (this limit does not apply to overpayments made while on the Variable Rental Rate).
- Home Purchase Plan maximum term - 40 years.
- Home Purchase Plan minimum term - 5 years.
- Available to first-time buyers & homeowners.
- Minimum finance amount £50,000
- Maximum amount of finance £1,500,000 (subject to criteria and finance to value amount).

- The products cater for applicants with complex characteristics (e.g. self-employed, foreign nationals, family-supported applications, multiple income sources, contractors).
- Various income streams are accepted.
- Stability in monthly payments for a period of time.
- Up to four applicants allowed.

Our full eligibility criteria, product pricing and information on our service levels can be accessed on our intermediary website via this [link](#).

3. Target market assessment and distribution strategy

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

Customer Circumstances and Characteristics	<ul style="list-style-type: none"> • UK residents or foreign nationals (subject to visa conditions) seeking a Shariah-compliant home finance product to fund the purchase or refinance of a residential property located in England. • UK residents or foreign nationals (subject to visa conditions) with specialist underwriting needs that aren't served by mainstream mortgage lenders.
Distribution Strategy	<p>These products are intended for distribution via Intermediaries and Introduced Channels.</p> <p>Applications can be made through advised sales only.</p> <p>Intermediaries:</p> <ul style="list-style-type: none"> • Networks and their Appointed Representatives. • Mortgage Clubs. • Directly FCA authorised HPP Intermediaries. • Non-authorised HPP Intermediaries (for referral to us). <p>All Intermediaries must be registered with us.</p>
Customer Needs & Objectives	<ul style="list-style-type: none"> • Applicants looking to own a home outright, e.g., first purchase, subsequent purchase, or refinance (full ownership of their home by the end of the full finance term). • Access to Shariah-compliant home finance. • Access to non-interest-bearing finance. • Access to home finance for customers with complex income streams.

These products are **NOT** designed for customers who:

- Are under 18 years of age.
- Want to buy outside of England.
- Will soon be of retirement age.

- Have severe adverse credit.
- Wish to invest in a buy-to-let property.
- Require a mortgage product (rent-only, part and part or rent and acquisition).
- Do not meet our lending or property criteria.
- Require payment deferral/holidays as a feature of their finance product.

4. Customers with characteristics of vulnerability

The products are designed for customers wanting a home purchase plan to either purchase or refinance their home. This cohort is likely to include some customers with characteristics of vulnerability or who are likely to experience vulnerability over time. These products are designed to be inclusive of all applicants who meet our credit requirements, regardless of any vulnerabilities.

Many first-time buyers would not have been through this process previously and may not be familiar with HPP products. 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.

Given the long-term nature of the product, it is expected that a proportion of applicants may experience one or more periods of vulnerability during the life of the product. Policy and procedures are in place to provide support.

Processes are in place to identify characteristics of vulnerability at the point of application. This includes communication needs. Procedures are also in place to manage any vulnerabilities identified throughout the lifetime of the HPP.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for these products to ensure the products meet their requirements.

We have in place a framework to achieve good outcomes for vulnerable customers, which includes:

- Education and training for our staff to ensure they have the appropriate skills and experience to recognise and respond to the needs of vulnerable customers.
- Suitable customer service provision and communications.
- Flexible policies, where appropriate, to support vulnerable customers' individual needs.
- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

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

Intermediaries are encouraged to contact us if they need any further information about how we support the needs of all our customers in relation to our products.

5. Our assessment of value

We have developed an assessment process which evaluates several aspects of our business to determine the value of our HPP products. This analysis is used to ascertain whether the products deliver fair value for customers.

The outcomes of the assessment process are presented to the applicable approval committee, allowing for challenge and further investigation before we sign off the outcomes and share the summary of our assessment with our distributors.

Our fair value assessment has considered the following:

Benefits	The range of features that the products provide, including Shariah-compliance and access for customers with complex income streams, the quality of the products, the level of customer service that is provided (including timely service and support from knowledgeable staff) and any other features that the products may offer.
Price	This review considered the rental rate, the known costs to the customer, including all relevant fees, rent payments, etc., over the HPP term. Comparable market rates, ERC's and non-financial costs associated with operating the products.
Costs	The cost of funding the products and any other reductions in costs to the customer made possible by economies of scale.
Limitations	Any limitations of the scope and services we provide or the features of the HPP products.

Results of our assessment

Our assessment concluded that our HPP residential products continue to deliver fair value for customers in the target market for these products.