

[Danske Bank]

**Product name: Self Build Home Loan**

**Information sheet produced: 01 July 2026**

## **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'.

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 Self Build Home Loan product 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 product is designed to meet the needs of customers seeking to finance the construction of their home (self build), offering a short-term variable interest rate, interest-only repayments, and staged funding. Its features and criteria are tailored to support these requirements, including the ability to overpay regularly without penalties. The product features and criteria are designed to support these needs.

- Terms from 6 – 24 months
  - Flexible drawdowns, up to a maximum of 8
  - Make lump sum or overpayments at any time without incurring a charge
  - Free Professional valuation
  - No Early Repayment Charge when repackaging the product on to Purchase rates once the build completes
  - Capital must be repaid if the loan is not repackaged on to Purchase rates once the build completes
- Full eligibility criteria can be accessed on our website via this [link](#).

### **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	Distribution Strategy	Customer Needs & Objectives
First Time Buyers (FTBs) looking to build their first residential property in NI	Available through Direct and Intermediary*. Applications through advised sale only.	<ul style="list-style-type: none"> <li>• Access to high LTV lending, 80% of final property value</li> <li>• Release of funds at various stages as build progresses</li> <li>• Ability to overpay regularly or repay the loan early without incurring an Early Repayment Charge</li> <li>• To pay interest only payments during the construction of the property</li> <li>• Become a homeowner for the first time</li> </ul>
Home Movers looking to build a new residential property in NI	Available through Direct and Intermediary*. Applications through advised sale only.	<ul style="list-style-type: none"> <li>• Access to high LTV lending, 80% of final property value</li> <li>• Release of funds at various stages as build progresses</li> <li>• Ability to overpay regularly or repay the loan early without incurring an Early Repayment Charge</li> <li>• To pay interest only payments during the construction of the property</li> <li>• To move to a new home</li> </ul>
<p>*Intermediary distribution through:</p> <ul style="list-style-type: none"> <li>• Networks and their Appointed Representatives.</li> <li>• Mortgage clubs.</li> <li>• Directly authorised mortgage intermediaries.</li> </ul> <p>All intermediaries must be registered with us.</p>		

The Product is not designed for customers who:

- Want reassurance that their payments are fixed for a defined period of time
- Want to take their mortgage with them when they move
- Have an income, utilised for affordability, in an income other than Sterling/GBP
- Are severely credit impaired borrowers
- Require a repayment or part Capital & part Interest Only mortgage
- Do not meet our lending or property criteria

#### 4. Customers with characteristics of vulnerability

The Product is designed for FTB and Home Movers market segments, which is likely to include some customers with characteristics of vulnerability or customers who will experience vulnerability over time.

Given the limited availability of Self Build products in the market, this could exacerbate existing vulnerabilities of customers. Customers who fall under the category of vulnerable should be provided with adequate support and tailored services by intermediaries to ensure their needs are met. This includes offering clear, accessible information and guidance throughout the mortgage

process. It is imperative that intermediaries are vigilant and proactive in identifying and addressing the unique challenges faced by vulnerable customers.

FTBs are less likely to have a comprehensive understanding of mortgages or 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. Home Movers are likely to have experience of mortgage products but we continue to support these customer types regardless of their home owning experience. New mortgages are offered on an advised basis where any characteristics of vulnerability can be considered.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this Product to ensure the Product meets their needs.

We have also 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.

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 members.
- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

Intermediaries should continue to comply with your obligations to ensure that you 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 Board, 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	Price	Costs	Limitations
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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 may offer.	The interest rates, fees and charges customers pay for the Product, comparable market rates, advice fees paid to intermediaries and nonfinancial costs associated with operating the Product.	The cost of funding the Product and any other reductions in costs to the customer made possible by economies of scale.	Any limitations on the scope and service we provide or the features
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Results of our assessment

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