



Claim your membership today

Stop Loss Triggers, Price Alerts, a Self-Select ISA facility, Free Trades and a choice of telephone or internet dealing are all now available with **0800 SHARES**

Whether you're an active investor or a share dealing novice, prefer to deal by telephone or on the internet, 0800 SHARES could have a service to suit your needs. With an 0800 SHARES account, operated on our behalf by The Share Centre, you can be confident that you will be able to monitor and manage your investments, no matter how much or how little you invest, with ease and accessibility.

We understand that investing isn't right for everyone. It's well known that share prices, their value and the income they provide can go down as well as up and you might not get back what you originally invested; so if you're not sure whether it's appropriate we'd recommend you seek independent advice

You have three accounts to choose from (one telephone and two internet), each with its own unique tariff allowing you to select the most cost-effective option for you. Combined with the extensive account tools that you'll have access to, such as Stop Loss Triggers and Price Alerts, you can be sure that you'll get the most out of your investments with minimum effort. You also have the choice to open a Self-Select ISA Account.

Furthermore, you'll have no registration to pay, there's no minimum investment and you'll also have the opportunity, on two of the accounts, to claim your first trade and every tenth trade thereafter for free! (excluding statutory charges).

Over the next few pages you'll see just how easy it is to manage your investments with 0800 SHARES and how simple it is to open an account and place your first deal. If you have any questions about the information you find in this booklet, or any queries whatsoever about our service, our friendly and knowledgeable Customer Service Team will be pleased to help you. Just call them free on 0800 SHARES (that's 0800 742 737).

You choose the account that meets all your dealing requirements

By offering three different accounts, 0800 SHARES gives you the control to choose the tariff and services that you want. As the investor, only you know whether you'd prefer to deal over the telephone or on the internet; whether you'll deal twice a year or twice a month and how highly you value account management tools such as Stop Losses and Price Alerts as part of your strategy. So in our eyes it makes sense that you choose the account that offers you what you want.

Refer to page 3 of the Application Pack that's been enclosed with this booklet; it gives you all the details you need to open your chosen account.

But before you do anything else have a look at the following account descriptions to see which one is right for you.

Account One - Telephone Trader

The Telephone Trader Account is suited to those who prefer to place deals in person rather than electronically via the internet. You'll always be promptly greeted on the phone by one of our friendly and experienced staff, whether you're calling to place a trade or simply with an account query. What's more, because you have a dedicated freephone number for all your account requirements you won't pay a penny for your calls.

With the Telephone Trader Account you can choose to deal either at the live, real-time price, or place a 'limit order'. A limit order is simply a way to specify the minimum price you want for shares you are selling, or the maximum price you wish to pay for shares you are buying.

When you set a limit order we'll monitor the stock market for you and deal your order as soon as your price can be met, or even bettered. And you can choose for your limit order to remain valid for up to 365 days, free of charge.

You can also operate this account within a tax-efficient ISA wrapper (see page 4 for details).

Claim your free trades!

What's more, you'll receive your first trade and every tenth trade for free (excluding statutory charges). That's right, you won't pay any dealing charges on your first trade and every tenth trade thereafter! This is an offer we believe you won't find anywhere else. And whilst you will have to pay Stamp Duty to the government on these trades, and PTM Levy on all deals over £10k, we will re-credit your account with

our dealing commission at the end of the day on which you make the trade.

One easy-to-remember number for all your account needs

You can deal and manage your account over the telephone with ease and confidence simply by calling the dedicated freephone number; 0800 SHARES.

The purpose of the alpha dial number is simply to make it easier to remember. If you haven't come across alpha dial numbers, the idea is that the word SHARES spells out the last six digits of the phone number. Just have a look at your telephone and you'll see that the numbers you use to dial each contain a series of letters. If you dial 0800 followed by the letters S-H-A-R-E-S you'll see that you are actually dialling 0800 7-4-2-7-3-7.

You can call us either to make a trade or simply with an account query at a time that's right for you. We are able to take your calls from 8:00 am to 6:00pm Monday to Friday. Just dial 0800 742 737.

One simple and low cost pricing structure

At 0800 SHARES we aim to offer you the lowest possible prices without compromising the standard of our service. The Telephone Trader Account has a simple pricing structure where the charge is fixed solely according to the value of your transaction. This way you'll always know exactly how much each trade will cost you.

The tariff for the Telephone Trader Account is as follows:

£0 - £2,500	= £17.50
£2,501 - £5,000	= £30

£5,001 - £10,000	= £40
£10,001 - £60,000	= £60
£60,000 plus	= £80

However once you have started trading with 0800 SHARES via the Telephone Trader account you still have the opportunity to place your trades online. As such any trades placed over the Internet would be charged at the standard Internet dealing tariffs outlined on page 9. Please read on to see the benefits that a flexible Internet dealing account is able to offer you.

Account Two - Internet Share Account

If you prefer the convenience and additional functionality that dealing online allows, then 0800 SHARES offers two very different internet accounts for you to choose from. The first of these is the Internet Share Account, which is suited to those who deal on an occasional basis.

Having your account online allows you to view your portfolio and its value whenever it's convenient for you. You're not limited to placing your dealing instructions during normal stock exchange hours, and you can use limit orders to ensure you only deal at the price you want.

Monitor your chosen shares with your personal Stockwatch facility

This valuable tool allows you to add any shares that you're interested in to your Stockwatch table and monitor their price movements for as long as you wish. When you add a share to Stockwatch we'll capture the current price at that

time. Then, every time you view your Stockwatch, you'll see the up-to-date price, original price and percentage rise / fall, enabling you to track the performance of those shares at a glance. This tool is particularly useful if you want to paper trade or simply keep an eye on a share you're thinking about buying.

You'll also find links to UK business news, company research and the main market movers of the day to help you keep up-to-date and on top of your investing.

Your first trade and every tenth trade thereafter is FREE!

As with the telephone account you'll not pay any dealing charges on your first trade and every tenth trade thereafter, excluding statutory charges. This is an offer we believe you won't find anywhere else. And whilst you will have to pay Stamp Duty and maybe a PTM levy to the government on these trades, we will re-credit your account with our dealing charges at the end of the day on which you make the trade.

Once your account is set up and you're ready to deal you can go to our website at www.0800shares.com. Simply log in with the personal identification code that you'll be sent and then you can deal directly from your personal portfolio page at leisure. There are simple-to-follow instructions on the website that will guide you each step of the way. It's that easy!

The tariff for the Internet Share Account, like the Telephone Trader Account, is both straightforward and very competitive.

£0 - £2,500	= £15
£2,501 - £5,000	= £25

£5,001 - £10,000	= £35
£10,001 - £60,000	= £45
£60,000 plus	= £55

With an internet account it's vital to ensure that you have an alternative dealing option should you at any time have a problem with access to the internet. With 0800 SHARES you have this added security in the form of telephone back-up. This way if you ever have any problems with an internet connection you can call 0800 742 737 and place the deal by speaking to one of our Dealing Team. They will be happy to arrange for your deal to be placed for you over the phone and in such circumstances the standard telephone trading tariffs, as outlined at the top of page 9, will apply.

Why Not Put Your Account In An ISA Wrapper For Tax-Efficient Returns?*

There's no capital gains tax (CGT) and any income tax payable has already been deducted, so even if you're a higher rate tax payer, you've nothing more to pay. Of course, the precise value of these advantages to you will depend upon your individual circumstances, and the bases on which they are applied and the level of the allowances can change.

If you're investing in the stock market and not currently using your annual ISA allowance, you may want to consider a Self-Select ISA account. You see, an 0800 SHARES Self-Select ISA Account gives you the opportunity to receive tax-efficient returns on your investments and you have the added bonus of being able to trade either over the phone or on the internet – the choice is yours.

You are allowed to save up to £10,680 in the tax year 2011/2012. This can be made up by saving up to £5,340 in a cash ISA with the remaining balance in a stocks and Shares ISA, or you can put up to £10,680 in a stocks and shares ISA. You are now also able to transfer money saved in a cash ISA to your stocks and shares ISA. However, it is important to note that stocks and shares ISAs cannot be transferred to a cash ISA. You can transfer some or all of the money you have saved in previous tax years without affecting your annual ISA investment allowance. Simply complete the ISA Transfer form in the application pack and we will arrange the transfer from your current ISA provider. Remember, you must not withdraw the money and invest it in your stocks and shares ISA yourself, as it would then count against your annual ISA investment allowance for this year.

Your dealing charges within the ISA will be identical to either the Telephone Trader or Internet Share Account, depending on which account you select, and how you choose to place your trade. So to benefit from tax-efficient investing the only additional fee is an administration charge of 0.125% per quarter, plus VAT (£5 minimum) based on the value of your account.

To find out how to apply for your Self-Select ISA account simply see the Application Pack that accompanies this booklet.

Account Three - Premium Account*

The Premium Account is the most comprehensive of the three available as it offers all the tools and functionality that even the most sophisticated investor could hope for. It offers a flat dealing

* Please note that both the ISA Wrapper and Premium Account options are not inclusive of free trades at any time.

fee and the full range of account management tools giving you all you need to buy, sell and manage your shares online, quickly, easily and cost-effectively.

Price Alerts and Stop Losses are just a few of the additional benefits of the Premium Account

In short you can now take control of your portfolio like never before.

A 'trigger' defines an action you want to take – buy, sell, be advised when a share reaches a pre-determined price etc. Then, when the conditions you set are met, your instructions will be carried out. Let's have a look at the 'trigger' features in more detail...

- **Price Alert and Price Watch** – You can use the Price Alert function to notify you when any share of your choice (whether you own it or not) has risen or fallen to your set price level. You can choose how you receive your price notification; either as an alert by email (or if your mobile phone is email-enabled you could arrange to receive your Price Alert whilst on the move) or alternatively Price Watch will highlight the stock in your account.
- **Stop Loss** – You can set a Stop Loss trigger when you want to limit the loss you make on a share should the price fall below your 'bottom line' price. For example, you buy a share at 110p and set a stop loss of 100p. If the price falls to 100p or lower we will automatically sell those shares. Your limit can last for up to 365 days.
- **Tracking Stop Loss** – Set a Tracking Stop Loss Trigger when you want to

lock in gains on shares you buy, but sell when the price starts to fall back.

For example, say you buy a share at 110p and set a Tracking Stop Loss of 20p. The share price rises to 160p but then drops to 140p. At this point we will automatically sell your holding, locking in your gain of 30p.

If having purchased at 110p the price immediately falls to 90p or lower, your Tracking Stop Loss would be triggered and the shares sold.

- **Stop Loss and Tracking Stop Loss SafeGuard** – With the SafeGuard option you have the ability to deactivate your Stop Loss or Tracking Stop Loss Trigger when the price spread is outside a pre-determined range. The aim of this is to overcome the impact of wide bid / offer spreads which can occur throughout the trading period, particularly early in the day.
- **Purchase and Sale Price Limit Triggers (Limit orders)** – These Triggers can be set when you want to buy shares, or sell existing holdings at the price levels you choose. Purchase orders are triggered when a share price falls to, or lower than, your desired price; sell orders are triggered when a share price rises to, or above, your required level.
- **StockWatch** – As with our other internet account, this special feature will monitor the share price movements of stocks you want to keep an eye on and even set triggers to buy when your target price is reached.

There's no limit to the number of triggers and alerts you can set when using your Premium Account and you're free to mix and match them as you please.

* Please note that both the ISA Wrapper and Premium Account options are not inclusive of free trades at any time.

You'll pay one flat dealing fee of £12.50!

As well as all the triggers mentioned above you'll also be able to deal for a flat fee of £12.50! That's right, you'll only pay £12.50 on all deals up to a value of £10,000 and at the same time have access to some of the most advanced account management tools available to private share dealers today. Deals over this size are charged at an additional £12.50 per £10,000 of value.

The triggers alone are of great value. Just think what one successfully activated stop loss could save you? Hundreds, perhaps thousands of pounds! With 0800 SHARES you can have the peace of mind that these tools offer, together with the flat dealing fee for a low monthly payment of just £3.95 plus VAT.

This pricing structure has been designed for the more active investor who deals on a fairly regular basis. And in order for us to keep your costs low on an ongoing basis, as well as providing all the triggers and flat-rate fee, we do ask that, with the Premium Account, you make at least six deals per quarter.

All in all, with its flat dealing commission of just £12.50 per deal and special Trigger features including Stop Loss, Tracking Stop Loss and Price Alerts, this account gives you everything you need to monitor and manage your investments whenever, and from wherever, you want. All for a low monthly payment of just £3.95 plus VAT.

The Quick and Easy Way To Sell Your Share Certificates

You may also already hold shares in certificate form but that's not a problem.

You can either transfer them into your chosen 0800 SHARES account, using the lodgment form enclosed in the application pack or, when you're ready to, sell them using our Certificate Sales Service. Again, this has been kept as straightforward as possible. This service is also available to non-account holders on the provision of suitable identification.

To sell a share certificate simply call our Customer Service Team on 0800 SHARES (that's 0800 742 737) and we'll send you a sales instruction form to complete. Then all you need to do is send it back to us, together with your certificate(s) and we'll sell your shares on receipt, or in line with any limit order requirements you set out on your sales instruction form.

Making it easy for you to buy, sell and manage your shares...

Once your 0800 SHARES account is opened it works just like a bank account; you can deposit existing shareholdings as well as funds to cover the cost of future purchases. However please note that any deposits over the sum of £25,000 will require clearance (usually 3 working days).

Paying money into your account couldn't be simpler, whether it's by debit card payment, bank transfer or cheque. And you can withdraw money 3 working days after a sale, when the transaction has been settled, up to the sum of £25,000 by making a simple telephone request to 0800 742 737. Please note that any withdrawals over the sum of £25,000 will require a signed fax or letter from the account holder authorising the transaction.

When you sell investments, the pro-

ceeds are credited to your account and, just as with a normal bank account, you'll receive regular statements to help you keep track of your dealings. Plus, if you have an internet account remember you can check your position online anytime.

Dividends paid to you from investments you hold will be added to your account, or you can choose to have them transferred to your normal bank / building society account. You can even ask us to re-invest your dividends automatically.

The safe, convenient way to hold your shares... and less paperwork too!

Your 0800 SHARES account provides a safe home for your investments, so there's no risk of mislaying or even losing your share certificates.

It's often the case you'll only look for your certificates when you need them... to sell or accept the terms of a take-over for instance. If you can't locate them, it can be a lengthy and expensive process to have them replaced, and you might miss out on the peak in the share price. But as all the share holdings in your account are held in nominee name, you can be sure they're safe and secure.

Your shares are held in a pooled nominee account in the name of Share Nominees Ltd in CREST, the UK automated settlement system. At all times your shares are held for your beneficial entitlement. Using nominee accounts allows us to reflect your trades immediately in your account and means that you do not have to wait around for paper to be shuffled.

What's more, because the companies in which you own a share send all the

paperwork to us, you avoid having to spend time working out what's important and what isn't.

We'll summarise the information and clearly set out your options. All you need do is decide what action you want to take, and tell us... we'll carry out your decisions.

That way, you stay in control but avoid having to handle the paperwork because we take care of all the administration for you.

If you'd like to receive the annual reports, or other shareholder information issued by companies in whom you hold shares, just let us know and we'll be pleased to arrange it for you, free of charge.

Keeping you in touch and in control

Whenever you buy or sell shares through your 0800 SHARES account you'll promptly receive a 'contract note' setting out the full details... which shares you've bought / sold, the price, dealing costs and the date when the cost of purchases will be debited to your account, or sale proceeds credited.

Then every half year, in April and October, you'll receive a full summary of all the transactions which have passed through your account in the last six months... shares bought or sold, dividends and interest received, payments into and/or out of your account.

Making it easier to complete your tax return too

At the end of every tax year you'll receive

a Dividend Tax Voucher confirming all the dividends you have received on UK stocks in the previous tax year. It makes it easier for you to complete your tax return, and ensures you don't have to hunt around for those missing dividend vouchers.

Of course, we can only include dividends on shares you hold in your Share Account.

So why not make the most of this time-saving service by simply transferring the existing shareholdings you have in certificate form or held with other stockbrokers (please be aware that your existing broker may make a charge to transfer shares held with them) into your 0800 SHARES account? You see, once all your holdings are together you'll find it much easier to keep tabs on them. You'll find the appropriate form needed to make transfers in the accompanying Application Pack.

How do I open my new 0800 SHARES account?

It's easy! Simply choose which of the accounts is right for you. Then complete and sign the Application Form. You will find full details of how to apply in the accompanying booklet, where we have also enclosed a reply paid envelope so that you can return your form to us without the need for a stamp. So don't delay! The quicker we receive your Form, the faster we will be able to notify you of your new account.

Finally, if you've any questions or want help in completing the Application Form do call us on 0800 742 737... we'll do our very best to ensure your questions are answered to your complete satisfaction, and you'll find us friendly, helpful and 'jargon-free'!

We look forward to helping you make the most of your investments.

0800SHARES - Tariff Page

All charges outlined below will be applicable dependent upon which method (Telephone Trading or Internet Dealing) is used when placing the trade.

Telephone Trader Account

Value of Trade	Commission Charge
0 - £2,500	£17.50
£2,501 - £5,000	£30.00
£5,001 - £10,000	£40.00
£10,001 - £60,000	£60.00
£60,000 plus	£80.00

Internet Share Account

Value of Trade	Commission Charge
0 - £2,500	£15.00
£2,501 - £5,000	£25.00
£5,001 - £10,000	£35.00
£10,001 - £60,000	£45.00
£60,000 plus	£55.00

Self-Select Stocks and Shares ISA (Telephone Trader Account and Internet Share Account only)

Dealing charges (depending whether the trade was placed over the telephone or via the internet) as above with 0.125%+VAT administration charge per quarter (minimum £5 +VAT) based on the value of your ISA.

If you want to withdraw cash from your ISA there is no withdrawal charge.

If you want to close your ISA there is an additional closure fee of £20 (including VAT).

Premium Account

£12.50 per trade up to a maximum purchase of £10,000 (no limit on sale) and £3.95 plus VAT monthly administration fee. Trigger limits are monitored free for up to 365 days. Purchases over £10,000 are charged at an additional £12.50 per £10,000 of value.

Certificate Sale Service

Value of Trade	Commission Charge
0 - £2,500	£22.50
£2,501 - £5,000	£35.00
£5,001 - £10,000	£45.00
£10,001 - £60,000	£65.00
£60,000 plus	£85.00

Dealing Inactivity Fee (Telephone Trader Account and Internet Share Account only - not ISA Accounts)

If your account does not have any dealing activity (excluding automatic re-investment) in any quarter, an inactivity fee of £2.50 plus VAT will be charged at the end of that quarter on 5th January, April, July or October.

Standard Charges

Automatic reinvestment – 0.5% including VAT, plus stamp duty. The amount available for reinvestment is made up from dividend income and credit interest. A minimum charge of £1 applies if your contract note is sent by post. No minimum charge applies if your contract note is sent by email. Balances below £10 will not be invested.

Transfer of holdings into Share Nominees Ltd – Free of charge.

Transfer of holdings out of Share Nominees Ltd – £10.00 per stock.

Statutory charges

Stamp Duty of 0.5% on UK share purchases and PTM* levy of £1 on trades above £10,000

Interest rates

Interest is paid at Bank of Scotland Base Rate less 3.5% on your cash balance and credited to your share dealing account on a quarterly basis.

* A PTM levy of £1 is automatically imposed on investors when a trade (excluding charges) exceeds £10,000. The money is collected by your broker and goes to the Panel of Takeovers and Mergers – a body that monitors takeovers listed on the London Stock Exchange

This booklet is not intended to constitute an offer or agreement to buy or sell investments and does not constitute a personal recommendation. The investment services referred to in this document may not be suitable for every investor and if in doubt you should contact a financial adviser. Share prices, their values and the income from them can go down as well as up and investors may get back less than their original investment. The bases and levels of taxation may change.

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16/11/2011