

Target Market Statement

Business Insurance – Offices and Surgeries

This information is intended for Insurance Professionals only and is not intended for distribution to Policyholders.

Product name: Offices and Surgeries

Target Market – Who is this Product designed for?

Our Package is designed to suit most professional offices and surgeries based in UK, Northern Ireland, the Channel Islands and the Isle of Man.

Target Market – Are there any specific characteristics, including customer vulnerability, which you should be aware of?

If any changes to business activity, criminal convictions or any financial issues such as potential bankruptcies, CCJ's or has had insurance refused or cancelled.

Target Market – Who this Product is not designed for

- Customers whose nature of business does not meet our underwriting criteria.
- Customers who are seeking insurance cover for Retail premises and shops.
- Customers who are seeking cover for legal liability arising out of or in connection with;
 - (i) *any manual work undertaken away from the Premises other than loading unloading collection and delivery;*
 - (ii) *breach of professional duty or any treatment.*

What are the key value elements of the Product?

- Our product offers the customer the option to select the sections they require with a minimum of Property Damage or Liability cover which tailors the policy to help meet their specific needs.
- We have designed our product to suit most professional offices and surgeries operating from one or more premises.
- The packaged insurance includes many standard covers.

What Customer need is met by this Product?

Our Product offers insurance protection meeting the needs of Offices and Surgeries who require Insurance protection for all or any of the following:-

- Property Damage to Buildings, Contents or Stock
- Theft
- Business Interruption
- Loss of Rent
- Money
- Public/Products Liability
- Employers' Liability
- Legal Expenses
- Personal Accident
- Fidelity
- Terrorism

Can this product be sold without advice?

This Product should be sold in line with FCA Regulations and can be sold with or without advice.

How can this Product be sold?

We recommend this product can be sold via telephone or electronic communication or a mix of these methods.

How is value assessed?

We assess the value of our products based on a number of metrics. In carrying out this assessment, we take into consideration the standard remuneration in our TOBA. In addition, we will consider the add-ons that form part of our product.