

Amtrust Europe Limited (AEL)

Target Market Statement

What is this Product?

- Property (Material Damage and Business Interruption) is a Commercial Lines Product suitable for Customers who require insurance protection for their Property such as Buildings, General Contents, and Stock together with any subsequent loss of Gross Revenue or Gross Profit resulting from Damage to that Property.

What Customer need is met by the Product?

- This Product is designed to provide protection against financial losses arising from specific insurable Events relating to the insured Property and any subsequent loss of Gross Revenue or Gross Profit.

Who is the Product designed for?

- This Product is designed for small, medium and large Commercial Customers who own Property and may generate income from that Property.
- This Product is designed for commercial Customers domiciled in the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.

Who is this Product not designed to support, or are there any features that you should be aware of when offering this Product to Customers?

- Consumers as this Product is intended to insure Businesses.
- Customers that have an existing policy in place providing the same coverage and whereby purchasing this Product would give dual cover.
- Commercial Customers with Businesses domiciled outside of the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.
- Customers subject to any Economic Financial or Trade sanctions imposed by the European Union or United Kingdom, or any other prohibition or restriction imposed by law or regulation of the country of which the Policy is issued or would otherwise provide cover.

Can this Product be sold with or without advice?

- This Product can be sold with or without advice depending on the Distributor's preference and in line with FCA regulations.
- This Product is supported by a Policy Summary.

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How can this Product be sold?

- Brokers (Distributors) may choose to sell this Product face to face, online, via telephone or email.
- The sales journey must identify Customer eligibility and that this Product, and any optional elements, are consistent with the Customer's demands and needs. The sales journey must also ensure that key details are presented to the Customer in a timely manner that allows informed decisions to be made.

Eligibility and conditions, exclusions and excesses that may impact the outcomes that Customers may reasonably expect

- The Distributor should always consider whether they have the correct product to meet the Customer's needs.
- AEL will overlay eligibility and risk acceptance criteria that will restrict access to certain trade sectors and risks that this Product may be suitable for but are outside of AEL's current strategy and risk appetite.
- Policies for this Product are individually underwritten so indemnity limits, exclusions, and excesses that apply will depend upon the risk insured and will be stated in the Policy Quote and the Policy Schedule.

How is the value of this Product assessed?

- We assess Product Value using quantitative (i.e. metrics) and qualitative information (e.g. processes and controls), including data from our Distributors relating to service and remuneration¹, as appropriate.
- This Product has been approved in line with AEL's Product Governance processes, including consideration of:
 - the value of the Product: this includes: (i) Cover – whether the level of benefits and relevant exclusions offers value to the Customer, (ii) Utility – whether the Product is being used by the Customers of the intended target market, and (iii) AEL Service – whether the type and quality of services being provided is reasonable for the Customer.
 - the impact of distribution on the value: this includes whether Distributor remuneration is appropriate and bears a reasonable relationship to the services provided to the Customer by the Distributor. If there are concerns, AEL will follow up with the relevant Distributors to agree remedial action.

Based on the assessment performed, we have established that this Product is compatible with the objectives, interests and characteristics of Customers of the intended target market and that the distribution strategy is not detrimentally impacting overall Product Value. We have therefore concluded that this Product provides fair value to Customers.

1. Remuneration includes: commissions, fees, charges, payments, and other economic or non-economic benefits.

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What are the obligations of our Distributors?

- Manufacturer notification – all intermediaries must review their product distribution arrangements at least every 12 months and consider the impact of remuneration against the intended value of their products. Distributors must notify the Manufacturer as soon as practically possible if there are any value concerns for which remedial action is required.
- Remuneration – Distributors must ensure that any remuneration received for an insurance product does not result in the product ceasing to provide fair value to the Customer.
- Provision of information – if so requested, Distributors must provide the Manufacturer with: (i) information on the Distributor’s remuneration in connection with distribution of the insurance product; (ii) information on ancillary products or services that may impact the intended value of the Manufacturer’s primary insurance product; and (iii) confirmation that the distribution arrangements are consistent with the obligations of the firm under the FCA Handbook including SYSC 10 (Conflicts of Interest) and SYSC 19F.2 (IDD Remuneration).
- Price optimisation – if the Distributor is a price-setting intermediary, unless there is a reasonable basis, firms should not increase the price of the insurance product based on: (i) policies being subject to auto renewal compared to policies that are not subject to auto renewal; (ii) the Customer’s vulnerability or any protected characteristics (unless the firm can rely on them under the Equality Act 2010); and (iii) where Customers purchase the policy using Retail Premium Finance.