



## Target Market and Product

## Fair Value Statements

The purpose of this document is to explain our approach to fair value and to provide our distributors with product information, the identified target market and the expected distribution strategy for each Commercial Lines Insurance product co-manufactured by Beech Underwriting Agencies Ltd.

It also outlines our approach to Product Oversight and Governance to demonstrate how we design, monitor and review our products to ensure they continue to provide fair value and meet the needs, characteristics and objectives of the target market including vulnerable customers.

**This information is for distributor use only and is not intended for customer use.**

### Product Oversight and Governance

Beech Underwriting Agencies Product Governance and Conduct Risk Policy sets out the standards that Beech Underwriting is required to implement to ensure the achievement of fair value and good customer outcomes by having robust product oversight and governance arrangements, systems, policies and procedures in place, which encourage a business culture with customers' interests at its core.

As Co-Manufacturers of our product range, we:

- identify and assess our target markets at an appropriate level, based on the nature and complexity of our products.
- undertake appropriate testing of our new products before launch, to make sure they meet our customers' demands and needs and provide fair value.
- collaborate with our insurer partners to ensure our product pricing structures provide fair value
- we consider various performance metrics and management information, per product, to ensure our customers receive fair value and are provided with appropriate customer service throughout the product lifecycle

The design and performance of all our new, existing and legacy products are subject to regular assessment and review to ensure products provide fair value and that there is a continuing customer-centric focus, achieving good customer outcomes. Reviews will be carried out at least annually or more frequent where required.

The features, nature and complexity of our products are carefully matched to our intended distribution channels to ensure they reach our identified target market.

The above requirements are in place to ensure that all Beech Underwriting customers receive fair value and that good customer outcomes are delivered in line with Beech's defined customer outcome statements.

### Target Market and Fair Value Statements

Target Market and Fair Value Statements provide information about all of the Beech Underwriting products distributed. This includes:

The main features and optional covers associated with our products.

Who our products are designed for and who they are not designed for.

How our products should be distributed.

How to ensure that our product provides fair value to customers as intended, including policy fees.

How we and our insurance partners have assessed the product as providing fair value.

The Insurance products and services we provide for both Commercial & Consumer customers are as follows:

Residential Terrorism

Commercial Terrorism

Residential & Commercial European Terrorism

SME Package

Property Owners

Unoccupied Property Owners



Product Type	Commercial lines insurance product suitable for both consumer & commercial customers for residential properties only
Product Status	Product is available for both new and renewal business
Who is the product designed for	Consumer & Commercial customers domiciled in the UK, Channel Islands & The Isle of Man who are owners of residential properties located within United Kingdom, The Channel Islands & The Isle of Man
Who is the product not appropriate for	Customers with commercial property
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	This product provides terrorism cover for residential properties up to the agreed limit shown on the policy schedule: Buildings Contents Loss of Rent &/Or Alternative Accommodation
Does the Product include optional covers?	Nuclear, Chemical, Biological, Radiological Sub-Limits available Cyber Sub-Limits available
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
Additional Product Literature	This document should be read in conjunction with any appropriate policy schedule, along with the policy wording which is available through the document store on our website. <a href="http://www.beechunderwriting.co.uk">www.beechunderwriting.co.uk</a>
BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None
Fair Value Outcome	BUA considers that the Residential Terrorism Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.



Product Name

Commercial Terrorism Insurance

Product Type	Commercial lines insurance product suitable for both consumer & commercial customers for commercial properties and mixed commercial & residential properties
Product Status	Product is available for both new and renewal business
Who is the product designed for	Consumer & Commercial customers domiciled in the UK, Channel Islands & The Isle of Man who are owners of commercial &/or residential properties located within United Kingdom, The Channel Islands & The Isle of Man
Who is the product not appropriate for	Customers with commercial and residential property
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	This product provides terrorism cover for commercial properties up to the agreed limit shown on the policy schedule: Buildings Contents Loss of Rent &/Or Alternative Accommodation Business Interruption Increased Cost of Working Non-Damage Denial of Access Loss of Attraction Brand Rehabilitation
Does the Product include optional covers?	Nuclear, Chemical, Biological, Radiological Sub-Limits available Cyber Sub-Limits available
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
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BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None

Fair Value Outcome	BUA considers that the Commercial Terrorism Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.
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Product Name

Residential & Commercial European Terrorism Insurance

Product Type	Commercial lines insurance product suitable for both consumer & commercial customers for residential and commercial property location in the European Union
Product Status	Product is available for both new and renewal business
Who is the product designed for	Consumer & Commercial customers domiciled in the UK, Channel Islands & The Isle of Man who are owners of commercial &/or residential properties located within The European Union
Who is the product not appropriate for	Customers with commercial and residential property
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	This product provides terrorism cover for commercial & residential properties up to the agreed limit shown on the policy schedule: Buildings Contents Loss of Rent &/Or Alternative Accommodation Business Interruption Increased Cost of Working
Does the Product include optional covers?	Nuclear, Chemical, Biological, Radiological Sub-Limits available Cyber Sub-Limits available
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
Additional Product Literature	This document should be read in conjunction with any appropriate policy schedule, along with the policy wording which is available through the document store on our website. <a href="http://www.beechunderwriting.co.uk">www.beechunderwriting.co.uk</a>
BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None
Fair Value Outcome	BUA considers that the Residential and Commercial European Terrorism Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.



Product Name

SME Package Insurance

Product Type	Commercial lines general insurance product suitable for business customers only.
Product Status	Product is available for both new and renewal business
Who is the product designed for	Commercial customers for with Retail premises & offices located with Great Britain, The Channel Islands & The Isle of Man.
Who is the product not appropriate for	Customers: Who have unspent criminal convictions; Who are seeking insurance for a property situated outside of the United Kingdom, Isle of Man or the Channel Islands; Who require individual covers such as property or Employers & Public Liability only Who are subject to any economic, financial or trade sanctions Whose property has flooded or is at high risk of flooding
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	This product provides the following cover, up to the agreed specified limits: Buildings Contents Stock Public Liability Employers Liability Business Interruption Personal Accident & Assault Money Cover
Does the Product include optional covers?	Goods In Transit Loss of Rent Legal Expenses
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
Additional Product Literature	This document should be read in conjunction with any appropriate policy schedule, along with the policy wording which is available through the document store on our website. <a href="http://www.beechunderwriting.co.uk">www.beechunderwriting.co.uk</a>
BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None

Fair Value Outcome	BUA considers that the SME Package Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.
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Product Type	Commercial lines general insurance product suitable for business customers only.
Product Status	Product is available for both new and renewal business
Who is the product designed for	Commercial customers with property located with Great Britain, The Channel Islands & The Isle of Man which is let out. Property can be either Residential, Commercial or mixed portfolio.
Who is the product not appropriate for	<p>Customers:</p> <ul style="list-style-type: none"> <li>Who are under the age of 18;</li> <li>Who have unspent criminal convictions;</li> <li>Who are seeking insurance for a property situated outside of the United Kingdom, Isle of Man or the Channel Islands;</li> <li>Who are seeking to purchase a personal lines product such as household insurance</li> <li>Who are subject to any economic, financial or trade sanctions</li> <li>Whose property has flooded or is at high risk of flooding</li> </ul>
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	<p>This product provides the following cover, up to the agreed specified limits:</p> <ul style="list-style-type: none"> <li>Buildings</li> <li>Landlords/Communal Contents</li> <li>Loss of Rent &amp;/Or Alternative Accommodation</li> <li>Property Owners Liability</li> <li>Employers Liability</li> </ul>
Does the Product include optional covers?	N/A
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
Additional Product Literature	This document should be read in conjunction with any appropriate policy schedule, along with the policy wording which is available through the document store on our website. <a href="http://www.beechunderwriting.co.uk">www.beechunderwriting.co.uk</a>
BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None

Fair Value Outcome	BUA considers that the Property Owners Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.
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Product Name Unoccupied Property Owners Insurance

Product Type	Commercial lines general insurance product suitable for business customers only.
Product Status	Product is available for both new and renewal business
Who is the product designed for	Commercial customers with property located with Great Britain, The Channel Islands & The Isle of Man which with an unoccupied property. Property can be commercial, residential or mixed portfolio.
Who is the product not appropriate for	Customers: Who are under the age of 18; Who have unspent criminal convictions; Who are seeking insurance for a property situated outside of the United Kingdom, Isle of Man or the Channel Islands; Who are seeking to purchase a personal lines product such as household insurance Who are subject to any economic, financial or trade sanctions Whose property has flooded or is at high risk of flooding
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	This product provides the following cover, up to the agreed specified limits: Buildings Landlords/Communal Contents Property Owners Liability Employers Liability
Does the Product include optional covers?	Legal Expenses Loss of Rent
How should this product be distributed?	This product should be sold with the assistance & guidance of an insurance intermediary.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.
Additional Product Literature	This document should be read in conjunction with any appropriate policy schedule, along with the policy wording which is available through the document store on our website. <a href="http://www.beechunderwriting.co.uk">www.beechunderwriting.co.uk</a>
BUA Fair Value Assessment date	July 2023 (next review due no later than July 2024)
Key changes in previous 12 months	None

Fair Value Outcome	BUA considers that the Unoccupied Property Owners Insurance product provides fair value to customers in its target market. BUA have reached this conclusion after consideration of our pricing and fee structure, product benefits and features, available management information and feedback from our distribution partners.
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