

# Commercial Combined Insurance

## Target Market Statement

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| <b>Product Name</b>   | <b>Commercial Combined Insurance</b>  |
| Product Type  | Commercial Lines general insurance product suitable for companies   |
| Who is the product designed for?  | This is a commercial insurance product suitable for organisations wishing to insure the risks of running their commercial enterprise, including manufacturing, wholesaling and retailing sectors, within the United Kingdom and have additional terrorism cover.  |
| Who is the product not appropriate for?   | <ul style="list-style-type: none"> <li>●Total Sum Insured more than £5,000,000.</li> <li>●Commercial enterprises outside of United Kingdom, Northern Ireland, Channel Islands and Isle of Man.</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 agreed specified limits:</p> <ul style="list-style-type: none"> <li>●Property Damage All Risks</li> <li>●Business Interruption All Risks</li> <li>●Specified Business Equipment All Risks</li> <li>●Money and Personal Accident Assault</li> <li>●Goods in Transit</li> <li>●Terrorism</li> <li>●Employers' Liability</li> <li>●Public Liability</li> <li>●Products Liability</li> <li>●Fidelity Guarantee</li> <li>●Loss of Licence</li> </ul> |
| Does the product include optional covers?   | N/A   |
| Additional Benefit  | N/A   |
| How should this product be distributed?   | <ul style="list-style-type: none"> <li>●This product is only sold with the active assistance and guidance of an insurance intermediary to select the appropriate level of cover.</li> </ul>   |

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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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Additional Product Literature

This document is to be read in conjunction with the appropriate policy wording and key facts.

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