



Fair Value Assessment

August 2026

*This document has been produced by AXIS in accordance with our regulatory responsibilities as a Managing Agent. It is intended to provide a summary of the product, target market, product distribution strategy, and the product approval process. It also sets out the outcome of the annual product review and fair value assessment. **This document is intended to be used by distributors and not provided to the end customer.** For more information, please speak to your point of contact.*

Note: this document is based on the Product Value – Information Exchange Template (LMA9197), developed by the following trade associations for use by all market participants to meet the requirements of the Financial Conduct Authority's product governance rules relating to information exchange: the British Insurance Brokers' Association (BIBA), the London and International Insurance Brokers' Association (LIIBA), the Lloyd's Market Association (LMA), the International Underwriting Association (IUA), the Managing General Agent's Association (MGAA) and the Association of British Insurers (ABI).

Carrier name	AXIS Managing Agency Limited / AXIS Specialty Europe SE
Product name	Public and Products Liability
Reference [Class of Business]	General Liability
Date	August 2026

Manufacturer Information	
Product information	
This Public Liability insurance product is designed to cover the insured's legal liability for accidental third-party bodily injury and property damage arising from its business activities. The Products Liability cover is designed to protect against legal liability for third-party bodily injury or property damage caused by products manufactured, supplied, altered, repaired, installed, distributed or sold by the insured, where the injury or damage occurs away from premises owned, rented or occupied by the insured. The product protects commercial customers against significant liability claims, legal costs and compensation linked to their operations or products, helping them manage liability risk and meet relevant contractual requirements. It may be purchased standalone or alongside Employers' Liability, Workers' Compensation or other liability-related covers, depending on customer needs and territorial considerations. The policy is subject to stated limits, terms, conditions and exclusions, which define the scope of cover and risks outside underwriting appetite. Key Features: Public Liability • Third-party bodily injury • Third-party property damage • Legal defence costs and expenses where covered under the policy Products Liability • Third-party bodily injury arising from products supplied, manufactured, imported, distributed, repaired or altered by the insured • Third-party property damage arising from those products • Legal defence costs and expenses where covered under the policy Limits of indemnity vary which enables customers to select a level of cover that is aligned to the size, nature and liability exposure of their business.	
Target market	
This product is intended for commercial customers requiring protection against third-party liability exposures arising from their business activities or products. The product is suitable for organisations that interact with customers, members of the public, contractors, suppliers, or other third parties, or that manufacture, supply, distribute, import, alter, repair, or sell products that could give rise to third-party injury or property damage claims.	

Customer Eligibility:

Suitable customers may include:

- Micro-enterprises.
- Small and medium-sized enterprises (SMEs).
- Mid-market businesses.
- Large commercial organisations.
- Private and public companies.
- Partnerships.
- Charities and associations.
- Businesses operating across manufacturing, construction, contracting, retail, wholesale, distribution, hospitality, property, professional services, and other commercial sectors.

Customer Needs Addressed:

The product provides financial protection against:

- Legal liability arising from third-party bodily injury.
- Legal liability arising from third-party property damage.
- Legal costs and expenses associated with defending covered claims.
- Financial losses arising from liability claims that could otherwise adversely affect a business's balance sheet, trading position, or ability to continue operating.

The product is designed to meet the needs of commercial customers that face liability exposures through their business activities, premises, operations, or products. The availability of different indemnity limits allows customers to select protection proportionate to their business size, activities, and liability exposures.

Accessibility and support:

The target market may include customers with vulnerable characteristics, support should be provided as needed, through tailored communication, flexible payment options, and access to customer service teams trained to identify and assist those requiring additional support.

Please inform AXIS where you identify that this product has been consistently distributed to customers outside the intended target market.

Types of customers for whom the product would be unsuitable

- Private individuals seeking personal liability protection.
- Consumers acting outside a business capacity.
- Organisations with no material public or products liability exposure.
- Businesses seeking first-party protection for damage to their own property or losses suffered directly by the insured.
- Risks requiring specialist coverage not contemplated by the policy wording.
- Businesses seeking cover for exposures that are specifically excluded, such as asbestos, cyber, financial loss, pollution (unless specifically covered elsewhere), war, terrorism or other excluded exposures.

The product may also be unsuitable where a customer's needs would be better served through a specialist liability product, cyber policy, environmental liability policy, professional indemnity policy or another more appropriate insurance solution.

Any notable exclusions or circumstances where the product will not respond

The exclusions listed below are not exhaustive. Please refer to the policy documents for full details.

Key exclusions and circumstances where the policy will not respond include:

- Asbestos and other excluded long-tail disease exposures.
- War, terrorism and political violence.
- Radioactive contamination and nuclear risks.
- Pollution and contamination (unless specifically covered).
- Cyber risks and cyber-related losses.
- Communicable disease.
- Financial loss not arising from covered bodily injury or property damage.
- Deliberate, fraudulent or intentional acts.
- Contractual liabilities beyond those that would exist at law.
- Professional services and professional advice exposures.
- Product recall, replacement or rectification costs.
- First-party losses suffered by the insured.
- Employee injury exposures intended to be covered under Employers' Liability or Workers' Compensation policies.
- Aircraft, motor and marine liabilities where compulsory insurance arrangements apply.
- Claims brought outside approved territories or jurisdictions.
- Sanctioned risks, persons or territories.
- Standard market exclusions and policy-specific exclusions.
- Claims where the insured is not legally liable.

Other information which may be relevant to distributors

As the distributor, you are regulatorily responsible for ensuring compliance with all relevant regulations. This includes acting in the customer's best interests to ensure good customer outcomes. Distributors should also consider any changes in circumstances that might make certain product features unsuitable, such as the distribution channel or payment methods.

Distribution Strategy for this Product:

This product can be distributed through Open Market Placements and Delegated Authority arrangements, and can be sold face to face, via distance sales methods or a mix of these, provided that customers receive sufficient, clear and appropriate information to make informed decisions regarding the suitability of the product.

This product may also be distributed via digital platforms, including online portals or broker systems, where appropriate controls are in place to ensure key product information, policy terms, and exclusions are clearly presented to customers prior to purchase.

The product can be sold on an advised basis or non-advised basis in line with FCA regulations or local regulations if the distributor is regulated outside of the UK.

Commission and Fees:

An assessment of the commission structure/ applicable fees paid has been carried out by AXIS and it is deemed to be appropriate and reasonable.

Coverholders must ensure that commission rates do not exceed the maximum limits set out in the Binding Authority Agreement/Underwriting Guidelines. They are also responsible for maintaining ongoing oversight of all broker commissions (where applicable).

If there is any indication that remuneration levels may undermine the value of the product, immediate remedial action must be taken. This includes notifying AXIS without delay.

Brokers are reminded of their own regulatory responsibilities under PROD 4.3.6, particularly in relation to remuneration practices. They must also ensure that all necessary disclosures regarding remuneration are made to the customer.

Where any party in the distribution chain charges a fee, the following principles must be observed:

- The fee must be proportionate to the service provided.
- It must not negatively impact the overall value of the product to the customer.
- The distributor must ensure that AXIS is informed of the fee amount and/or the method used to calculate it.
- The fee must be clearly identified in the statement of price.

How Value is Assessed:

In accordance with our regulatory responsibilities, we have a product review cycle and fair value assessment process across all our in-scope products. The fair value assessments consider product performance against several qualitative and quantitative metrics, including but not limited to:

- Acquisition costs including total commissions, total fees and other distributor information (where it is available).
- Complaints data including root cause analysis.
- Cancellation data including cancellation reasons.
- Claims information including declinature rates and reasons.
- Loss ratios.
- Wording reviews (technical and plain English).

Outcome of Fair Value Assessment:

Following a full assessment of the product we confirm that the product provides fair value to customers in the identified target market and is expected to continue doing so for a reasonably foreseeable period. The review considered the product features, costs, and the product performance indicators including claims outcomes, complaint levels, cancellation rates, remuneration arrangements and customer retention metrics, none of which indicated material fair value concerns.

This assessment will be regularly reviewed in line with regulatory requirements to ensure continued alignment with Consumer Duty and good customer outcomes.

The following is excluded from the review and as a distributor you must consider:

- Any ancillary products sold alongside the product which may affect the product's value or duplicate cover provided with our product
- Any fees or remuneration incurred through product packaging or charged further down the distribution chain to ensure they do not adversely impact the overall product value. If applicable, ensure that any net-rated commission arrangement demonstrates a fair value commission strategy.

Date Fair Value assessment completed	August 2026
Expected date of next assessment	August 2027