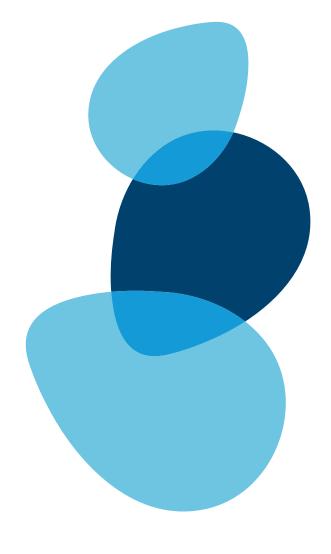


# Over redemption

Product brochure Worldwide



## Overview

Promotions and service offerings can be a valuable way to attract customers to your business, and our contingency products are designed to help you run these activities without the fear of a huge financial loss.

## About CFC

CFC is a specialist insurance provider and a pioneer in emerging risk. With a track record of disrupting inefficient insurance markets, CFC uses proprietary technology to deliver high-quality products to market faster than the competition while making it easier for brokers to do business. Our broad range of commercial insurance products are purpose-built for today's risks, and we aim to give our customers everything they need in one, easy-to-understand policy.

Headquartered in London and backed by Lloyd's, CFC serves more than 60,000 businesses in over 75 countries. Learn more at <u>cfcunderwriting.com</u> and <u>LinkedIn</u>.

### Contact.



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# Coverage highlights

#### Over-redemption cover

Our over-redemption policy comes into play when special promotions and service offerings achieve a greater response than you had anticipated. This cover applies to on-pack and in-store promotions, response-based direct mail, loyalty programs, gift card programs, pre-paid credit cards, paper and electronic coupons, and other activities that have a quantifiable cost associated with each response.

#### Meaningful limits

Although you might find other providers of contingency cover, few are able to offer a sufficiently high limit if you are running a large promotion. At CFC, we can offer some of the highest limits available: £20m in the UK, \$30m in the US, Canada, and Australia, and €25m in Europe. Our meaningful limits mean you don't have to shop around for several providers to find cover, saving you time and money.

#### Bespoke underwriting

We understand that all promotions and prize competitions are different, so rather than giving you a generic, one-size-fits-all product that might not be relevant to you, we are flexible and offer policies with coverage tailored to your specific needs.

#### Exceptional service levels

Obtaining contingency cover has traditionally been a lengthy and time-consuming process. Our experienced team, however, are able to quote most policies within 24 hours as long as we have all the information we need, and can bind policies instantaneously.

#### Who's it for?

- Agencies
- Brands
- Media owners
- Retailers



#### What does it cover?

The unforeseen financial cost of promotions that produce a higher than expected response rate from consumers, including:

- The cost of the consumer offer
- The fulfilment of the consumer offer

Kinds of promotions covered include, but are not limited to: cashback offers, collector promotions, conditional rebates, coupons (paper and electronic), direct mail promotions, gift and store card programs, in-store promotions, instant win games, loyalty prorgrams, money-back quarantees, and pre-paid credit cards.



#### Optional extras

Our policy can be tailored to offer either a traditional deductible or a one-off fixed fee.

#### Limits, deductibles and premiums

Maximum limit	\$30,000,000
	£20,000,000
	€25,000,000
Minimum deductible	Nil
Minimum premium	\$1,000
	£1,000
	€1,000