

PRODUCT VALUE ASSESSMENT & TARGET MARKET STATEMENT



e-Trade Commercial Combined

Introduction

The purpose of this document is to provide clear information about our product, including our annual review process and outcomes, our target market and how our products are distributed.

Product Information

The e-Trade Commercial Combined policy is Contents led and there are 13 optional sections of cover available.

The product is modular based so the customer can select the coverage applicable to their needs.

The complete cover available under this product is listed below, only Section 1 is mandatory:

- Section 1: Property Damage
- Section 2: Business Interruption
- Section 3: Deterioration of Refrigerated Stock
- Section 4: Loss of Licence
- Section 5: Specified All Risks
- Section 6: Money and Assault
- Section 7: Goods in Transit
- Section 8: Theft by Employees
- Section 9: Terrorism
- Section 10: Employers' Liability
- Section 11: Public Liability
- Section 12: Products Liability
- Section 13: Commercial Legal Expenses
- Section 14: Personal Accident

All customers using this product benefit from:

- All Risks Cover as Standard, Property Damage and Business Interruption covers are not restricted to loss or damage at their business being attributed to specified events.
- Several 24-hour helpline services are available for all customers for their business and employees including business assistance following premises damage or glass breakage plus Commercial Legal & Tax Advice and Employee Counselling.

Target market

Our e-Trade Commercial Combined product is a modular commercial insurance product. It is designed to cover small to medium sized businesses involved in a range of activities such as retail, wholesale or manufacturing, with a maximum of 10 locations.

The policy is designed to enable such businesses to minimise disruption and continue to trade following impact from insured perils such as theft, flood, fire, or legal action.

Types of customers for whom the product would be unsuitable

- Non-commercial customers
- Businesses are better suited to more tailored e-trade products such as Shops or Offices products
- Larger risks that have more bespoke requirements that would be better suited to our regionally traded Commercial Combined product

Any notable exclusions or circumstances where the product will not respond

- There are a number of coverage options such as Section 1: Property Damage, Section 2: Business Interruption, Section 5: Specified All Risks items at Your Premises and Section 6: Money and Assault where specific security requirements may be relevant. For further details please see the full policy wording.

Information for our distributors

Distributors are expected to have considered the customer's needs and characteristics to ensure that the product and coverage selected meet their requirements. They should also consider any aspects that may make the customer be deemed vulnerable, such as poor health, resilience or capability.

Any commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value to the customer.

Our annual review process and assessment of fair value

As part of the annual review process and fair value assessment of our e-Trade Commercial Combined we ensure that:

- We understand the value to customers in providing the products
- The products provide value for money within the market they support
- The products deliver high quality service and customer experience
- The level of sales, renewals and cancellations are in line with expectations, with no adverse trends identified
- Our products remain in line with market benchmarking and target market suitability
- Product performance is analysed, including claims and complaints data
- There are no barriers to making a claim

Our robust process identifies any improvements and follows a rigorous sign off process. Further information regarding our product approval process can be found [here](#)

2024 Product Review and Fair Value Assessment Outcome

Our e-Trade Commercial Combined review and fair value assessment process was completed during Q4 2024. The assessment has shown that our e-Trade Commercial Combined product meets the fair value requirements under PROD 4.3.

Please see below for the outcome of the review.

| VALUE PRINCIPLE | MEASUREMENTS |
|---|--|
| Understand the value to customers in providing the product | <ul style="list-style-type: none">• This product continues to address customer needs in provision of all risks, modular cover, in line with target market expectations and market benchmarking |
| Ensure product delivers high quality service and customer experience | <ul style="list-style-type: none">• A comprehensive review of annual claims and declinature data was analysed which indicated that performance and service were as expected with no barriers to claim• Consistent claims levels against cover sections and perils indicating key cover areas in place• Complaints analysis completed with no trends or issues identified |
| Ensure level of sales are in line with our & customer expectations | <ul style="list-style-type: none">• Sales of our products continue to fall in line with sales expectations with no issues highlighted• Our products demonstrate high retention rates and low cancellation rates which indicates ongoing customer satisfaction |
| Provide a product that offers cover that is in line with target market suitability | <ul style="list-style-type: none">• A full market comparison exercise was completed to benchmark our products and that we continue to offer market comparable cover and services |

ASSESSMENT DATE: Q4 2024

NEXT ASSESSMENT DATE: Q4 2025

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