

TARGET MARKET STATEMENT



Master Tradesperson,
Trades and Professions Only

Introduction

The purpose of our Target Market Statement is to provide clear information about who our products are designed for and how they should be distributed.

Product Information

The core policy provides cover for Public and Products Liability. The following optional additional covers are also available:

Trades and Professions

- **Employers Liability** - Legal liability for injury, illness, death, or disease of any employee caused during the period of insurance and arising out of the business of the insured
- **Tools** - Damage to hand tools and handheld portable tools owned for use in connection with the business including loss or theft from unattended vehicles
- **Goods In Transit** - Damage to goods pertaining to the business whilst in or on or being loaded into or onto or unloaded from any motor vehicle owned by or operated under the direct control of the Insured

Trades only

- **Contract Works** - Damage to temporary and permanent works executed by the insured including materials supplied or used in connection with the contract
- **Own Plant** - Damage to constructional plant tools and equipment owned by the insured
- **Hired in Plant** - Damage to constructional plant tools and equipment hired in by the insured

Target market

The Master Tradesperson and Trades and Professions only products are designed to meet the demands and needs of self-employed persons and small businesses (including limited companies) undertaking a variety of manual, clerical and professional trades who wish to protect their business with no more than 10 employees.

Our products are designed to enable such businesses to minimise disruption and continue to trade following impact from insured perils.

Types of customers for whom the product would be unsuitable

- Non-commercial customers.

Any notable exclusions or circumstances where the product will not respond

- There are specific exclusions and limitations that will apply to certain trades such as roofers where this product will only provide cover for working on certain types of properties and for those customers whose trade include the application of heat.
- Further details can be found in the full policy wordings.

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 Master Tradesperson and Trades and Professions product we ensure that:

- We understand the value to customers in providing the products and the impact of vulnerability
- 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](#)

Product Review and Fair Value Assessment Outcome

Our Master Tradesperson and Trades and Professions only review and fair value assessment process was completed during Q2 2024. The assessment has shown that our Master Tradesperson and Tradesman and Professionals only 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 declination 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: Q2 2024

NEXT ASSESSMENT DATE: Q2 2025

COVEA INSURANCE PLC

Registered Office: A&B Mills, Dean Clough, Halifax, HX3 5AX

Registered in England and Wales No. 613259

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority No. 202277

K6524.10.24