

# Target Market Statement:

## Business Package

### Introductory statement

**FCA Product Intervention and Product Governance Sourcebook rules ("PROD") require product manufacturers such as NIG to share information with distributors about the intended target market for their products.**

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer's needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

### Target market – target customer statements

#### Target market needs statement

This policy meets the needs of businesses with more straightforward requirements that do not need the more bespoke Commercial Combined product and have retained the services of a professional insurance intermediary to advise them.

These customers will require protection for some or all of the risks outlined in "available covers" below, which cater for a variety of damage (e.g. to buildings, plant, machinery, stock, etc.) and liability-type events (employees, public and products) but can be tailored accordingly.

#### Target market objectives statement

Our target market seeks to be covered to ensure it is able to continue to operate despite otherwise serious eventualities, such as a fire, flood, theft or legal action. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business's obligations to employees, customers and wider society.

#### Target market interests statement

Our target market is looking for a product that allows some flexibility in cover, that can be tailored to the specific needs of their business, but has simplicity of packaged, e-traded solutions built in to cater for most needs.

#### Target market characterisation statement

The risks underwritten by U K Insurance Ltd under this product are UK-based and particularly smaller enterprises across a broad range of sectors who retain the services of a professional insurance intermediary.

### Distribution

This product is only available through professional intermediaries. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

UK BUSINESS, COVERED



## Assessment of fair value

Next fair value assessment due	December 2022
Last fair value assessment	Fair value is provided for target market customers

## Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Businesses that are smaller in scale and lower complexity	Larger businesses where e-traded packages are less suited
Businesses that require a bundle of covers (see below) to meet typical business needs	Businesses requiring only individual unbundled covers
Businesses interested in transferring financial risk by insuring with an A rated insurer (A1 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover) and additional other benefits (e.g. legal advice)	
Businesses with up to 3 premises	Businesses which are unoccupied or not trading
Businesses typically with a single site exposure of up to £5m total insured value for material damage and up to £5m value for gross profit for business interruption	Businesses with a single site exposure of more than £5m total insured value
Businesses that operate from modern, standard construction, non-combustible single tenure premises	Unsuited or outdated premises, multi-tenure risks with no perfect party separation (e.g. market halls or warehouses), or which have an external ATM
Businesses with modern machinery that is well maintained	
Established businesses with a proven 3-5 year claims experience	
Businesses with strong risk management cultures	
A broad range of over 1,000 trades are acceptable without referral. A more detailed list is on nig.com/products and includes: Building & Glass Components – e.g. builders' or plumbers' merchants, double glazing Clothing & Textiles – e.g. carpets & rugs, clothing or footwear Electrical Goods – e.g. office equipment, domestic white or brown goods Engineering & Metalwork – e.g. hardware & ironmongery, metalworkers Food & Beverage Wholesale – e.g. dairy products Leisure & Entertainment – e.g. restaurants, public houses, amateur sports clubs Paper & Printing – e.g. lithographic or silk screen printers, greeting cards Sports Goods – e.g. cycle wholesalers, sports equipment Wood & Furniture – e.g. bathrooms, wooden finished goods, carpenters & joiners	Smaller businesses suited to our other eTrade products, e.g. Shop or Office  Larger risks that have more bespoke requirements

## Available covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

<b>Cover</b>	<b>1. Material Damage</b>	<b>Mandatory?</b>	<b>Yes</b>
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full "accidental damage" cover for damage to a range of physical assets including buildings, tenants' improvements, plant and machinery and glass). Cover for contents and stock in trade is mandatory			
<b>Cover</b>	<b>2. Business Interruption</b>	<b>Mandatory?</b>	<b>No</b>
Loss of gross profit or gross revenue and/ or increased cost of working following insured material damage to property			
<b>Cover</b>	<b>3. Goods In Transit</b>	<b>Mandatory?</b>	<b>No</b>
Property in transit in the UK			
<b>Cover</b>	<b>4. Loss of Business Money</b>	<b>Mandatory?</b>	<b>No</b>
Business money being lost, destroyed or damaged during theft or attempted theft			
<b>Cover</b>	<b>5. Personal Accident (Assault)</b>	<b>Mandatory?</b>	<b>Yes</b>
Injury caused to business staff during theft or attempted theft. Cover is mandatory if Cover 4 Loss of Business Money is selected			
<b>Cover</b>	<b>6. Employers' Liability</b>	<b>Mandatory?</b>	<b>No</b>
Business's liability for injury to employees			
<b>Cover</b>	<b>7. Public Liability</b>	<b>Mandatory?</b>	<b>No</b>
Business's liability for injury or property damage to third parties			
<b>Cover</b>	<b>8. Products Liability</b>	<b>Mandatory?</b>	<b>No</b>
Business's liability for injury or property damage to third parties caused by products it supplied			
<b>Cover</b>	<b>9. Specified All Risks</b>	<b>Mandatory?</b>	<b>No</b>
Extended material damage by any cause not otherwise excluded with options for wider geographical areas			
<b>Cover</b>	<b>10. Engineering</b>	<b>Mandatory?</b>	<b>Yes</b>
Explosion, collapse, breakdown or fragmentation of machinery and loss of business income following insured material damage to machinery and plant			
<b>Cover</b>	<b>11. Fidelity Guarantee</b>	<b>Mandatory?</b>	<b>No</b>
Theft of money or property by an employee			
<b>Cover</b>	<b>12. Legal Expenses</b>	<b>Mandatory?</b>	<b>No</b>
Access to legal advice to help pursue or defend a variety of legal proceedings, including employment, contract and tenancy disputes, debt recovery and tax protection			
<b>Cover</b>	<b>13. Terrorism</b>	<b>Mandatory?</b>	<b>No</b>
Damage to property insured in Great Britain and consequential business interruption			