

# Target Market Statement:

## Premier Property Owners

### 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 complex requirements that fall outside the scope of NIG electronically traded Property Owners Package 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, landlord's contents, etc.) and liability-type events (employee and as a property owner) 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 flexibility in cover, that can be tailored to the specific needs of their business, a product that grows with their business (e.g. as they employ new people or acquire premises).

#### Target market characterisation statement

The risks underwritten by U K Insurance Ltd under this product are UK-based owners of UK property held as an investment, where property owning is their trade or profession and who retain the services of a professional insurance intermediary.

### Distribution

This product is only available through professional intermediaries via our regional trading teams. 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	July 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 larger in scale and/ or complexity	Smaller businesses where e-traded packages are more 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)	
Formal commercial landlords, with the following characteristics: <ul style="list-style-type: none"> <li>• Assured shorthold tenancy agreements (AST) in place, or equivalent depending on location</li> <li>• Treat being a landlord as their trade/ profession, not necessarily exclusively</li> <li>• Meet all legal requirements for landlords set out by Government, including carrying adequate and appropriate insurance</li> <li>• Property is owned outright or secured under a buy-to-let mortgage</li> </ul>	Informal landlords General lodging arrangements Short term lets to family or friends with no AST or similar legal agreement
Businesses with properties that are of standard, non-combustible construction	Unsuited or combustible premises. Refer risks will be vacant, holiday homes, non-standard construction, some modern methods of construction or properties let to students
Businesses with modern machinery, where present, that is well maintained	
Established businesses with a proven 3-5 year claims experience	
Businesses with strong risk management cultures	

## 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. Property 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 insured buildings, communal contents and landlord's contents			
<b>Cover</b>	<b>2. Loss of Income</b>	<b>Mandatory?</b>	<b>No</b>
Loss of rent receivable following insured material damage to property			
<b>Cover</b>	<b>3. Terrorism</b>	<b>Mandatory?</b>	<b>No</b>
Damage to property insured in Great Britain and consequential business interruption			
<b>Cover</b>	<b>4. Property Owners' Liability</b>	<b>Mandatory?</b>	<b>Yes</b>
Business's liability for injury or property damage to third parties			
<b>Cover</b>	<b>5. Employers' Liability</b>	<b>Mandatory?</b>	<b>No</b>
Business's liability for injury to employees			
<b>Cover</b>	<b>6. Engineering Breakdown</b>	<b>Mandatory?</b>	<b>Yes</b>
Explosion, collapse, breakdown or fragmentation of machinery			
<b>Cover</b>	<b>7. Legal Expenses</b>	<b>Mandatory?</b>	<b>Yes</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			