

## Target Market Statement and Fair Value Assessment

**Brit Syndicates Limited has undertaken a product review in accordance with the FCA Product Governance (PROD 4) and our product governance obligations. This document is intended to provide a summary of the Target Market Statement and outcome of the Fair Value Assessment only.**

**For use by distributors only.**

<b>Product Name</b>	Private Clients
<b>Manufacturer</b>	Brit Syndicates Limited is the core product manufacturer. Ancillary products are offered by third parties and are separate from Brit's offering.

### Product Information

The Private Clients product has been subject to periodic controls and our POG process and has been reviewed and signed off by our POG panel as representing fair value to customers. This is in light of a review of the following MI:

- Cancellation Data
- Claims and complaint volumes
- Declinature rates
- Loss ratios
- Renewal retention rates
- Ex gratia payments
- Wordings review (technical and Plain English)
- Breaches of Lloyd's/FCA benchmarks and tolerances
- Root cause analysis

The Product is also in scope of the FCA's GI Value Measures Review which measures claims frequencies, claims acceptance rates, average claim pay-outs and claims complaints as a percentage of claims.

All claims are handled via a Delegated Claims handling Authority. Quarterly Technical File reviews are undertaken to ensure that all claims are handled appropriately against our internal metrics which centre around ensuring good customer outcomes.

All complaints are handled by the Brit Insurance in house Complaints Team. All complaints received are reviewed on a quarterly basis to understand the root causes and whether there are any systemic issues that require a review of the product design.

The Product has been subject to a fair value assessment considering the commission and fee information in the distribution chain as well as a suite of internal MI. We are satisfied the product offers fair value.

### What customer need is met by this product?

The Product is designed to provide customers financial protection for:

- Physical loss or physical damage to the building and other permanent structures.
- Physical loss or physical damage to contents and/or valuables anywhere in the world.

In addition this product provides additional covers such as liability and lifestyle protection risks.

<b>Target Market</b>	
The product is targeted at high net-worth customers who have significant assets and require higher levels of cover to protect their home. Covering Buildings, Contents and Valuables.	
<b>Types of customer for whom the product would be unsuitable</b>	
Customers who do not require higher levels of cover for their building, contents and/or valuables. Homes outside of United Kingdom, Channel Islands and Isle of Man.	
<b>Any notable exclusions or circumstances where the product will not respond</b>	
Key exclusions: <ul style="list-style-type: none"> <li>• Loss or damage caused by wear and tear or gradually operating causes.</li> <li>• Routine maintenance and redecoration.</li> <li>• Loss or damage caused by freezing water in any fixed water or heating system or domestic appliance if the home is unoccupied unless the home is heated to a temperature of at least 10 degrees Celsius.</li> </ul>	
<b>How is this product sold?</b>	
The product is sold on a binder and Open Market/ Lineslip basis through FCA authorised intermediaries and Lloyd's approved Coverholders. Customers are offered bespoke advice to ensure the product meets their demands and needs.	
<b>Fair Value Review</b>	
The fair value assessment indicates that the Private Clients product provides value to the end customer and remains suitable for the target market. Where a potential risk to the product value has been identified, the distributors will be contacted directly.	
<b>Other information which may be relevant to distributors</b>	
As part of the FCA Fair Value Assessment we require distributors to provide additional product information on the distribution chain, fees, remuneration or services, ancillary/add-on products on an annual basis. Taking into consideration the potential impact it would have on the customer and the product value.	
If you have any questions regarding the product approvals and Fair Value Assessments, please refer any communications to your Brit representative.	
<b>Date of Fair Value Assessment Completed</b>	2022
<b>Expected Date of Next Assessment</b>	2023