



Target Market Statement: AXA XL

The purpose of this document is to explain the identified target market and the expected distribution strategy for each insurance product manufactured by AXA XL. Specifically, it provides information on a product category level about the main features and optional covers associated with each product and clarifies who our products are designed for and who they are not appropriate for. This target market statement also explains the way our products should be distributed and provides information around the complexity of our products and how to ensure that a product provides fair value to our customers as intended.

Product Name: Directors and Officers

Product Type:	Commercial Lines general insurance product suitable for small and medium sized businesses.
Who is the product designed for?	Small/Medium Sized Companies including but not limited to manufacturing, construction, non-profit organisations and residents' associations.
Who is the product not appropriate for?	Sole Traders / Partnerships/ Organisations with turnover over £100m.
What customer need is met by this product?	This is a Directors and Officers Policy. Covering companies/ not for profit Organisations directors, officers, trustees, and senior managers against claims arising from their decisions and actions taken whilst managing their business.
Target market - are there any specific characteristics, including, customer vulnerability, that you should be aware of?	Companies under financial strain may not be able to afford premiums on an ongoing basis. Customers who may be experiencing characteristics of vulnerability due to either personal circumstances, ill health, financial issues, life events such as bereavement, and/or external factors such as economic instability may require adjustments and flexibility to benefit from the policy. All customers are at risk of becoming vulnerable at any time. AXA XL are committed to supporting additional needs from customers. If additional support is required or a customer has been identified as vulnerable, please contact us by visiting: AXA XL's Vulnerable Customers Guide & Contact Support

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AXA XL Insurance Company UK Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.



<p>What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?</p>	<p>Directors and Officers Insurance &/or Trustees Liability Insurance</p> <p>This product is designed to cover:</p> <ul style="list-style-type: none"> • Losses that arise from a claim against a director and/or trustee in their capacity as such • Any sums paid to or held liable to pay the director and/or trustee by way of an advancement or reimbursement in relation to the director’s and/or trustee’s liability or an employment practices wrongful act • Shareholders derivative costs • Defence costs incurred by the director and/or trustee in connection with an identity theft claim • Extensions include additional excess protection for the customer’s board, automatic acquisition cover, corporate manslaughter, difference in conditions, discovery period, emergency costs, outside boards, personal appointments, regulatory crisis costs, retirement run-off, spouse/estates, takeovers and mergers run-off, corporate legal liability and/or organisational and professional liability extension <p>Exclusions</p> <ul style="list-style-type: none"> • Severability: Conduct of one insured person cannot be imputed to another insured person • Narrow bodily injury exclusion: with carve backs for emotional distress from libel or slander, as well as for investigation and criminal defence costs • Property damage • Pollution except for defence costs • USA and/or Canada • Pension administrator (other than money purchase or employee benefit scheme) • War and Terrorism
<p>Does the product include optional covers?</p>	<p>Corporate Liability/ Professional Indemnity and Employment Practices Liability extensions.</p>
<p>How should this product be distributed?</p>	<p>This product is distributed via the online quote and buy platform to around 1000 specialist brokers.</p>
<p>What should distributors do to ensure the product provides fair value to the end customer?</p>	<p>To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on</p>



	<p>where that cover is already provided by the policy. Commission, fees, or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
<p>How can the product be sold? Can it be sold without advice?</p>	<p>We would suggest that this product can be sold face to face or via telephone.</p> <p>This product can be sold with or without advice depending on your preference and in line with FCA regulations.</p>
<p>How is value assessed?</p>	<p>AXA XL has an established product governance process to oversee the design, approval, and review of all our products in line with the requirements of the FCA's Product Intervention and Product Governance Sourcebook ('PROD').</p> <p>New product developments and changes to existing products are taken through a formal product approval process which is designed to:</p> <ul style="list-style-type: none"> •Identify the target market and its needs. •Consider and review the product's performance metrics, product complexities, sales, and service risks. •Consider and review the policy fees, charges, remuneration in comparison to benefits offered •Review policy wording and customer facing documentation to ensure it is clear, fair, and not misleading •Consider the needs of any vulnerable customers; and •Monitor post-sales performance. <p>Once a new or amended product is introduced to the market, AXA XL will annually review the product on a fair value assessment basis, using key performance metrics to see if any remedial actions are required and to make sure it remains suitable for customers in the identified target market.</p> <p>If, as a distributor of AXA XL products, you consider one of our products may be failing to meet customers' needs or is potentially unclear you can help us by providing feedback through your usual point of contact at AXA XL.</p>
<p>Additional Product Literature:</p>	<p>This document is to be read in conjunction with the appropriate policy wording.</p>