

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: Excess Public and Products Liability (Hathaway)

Product Type:	Commercial Lines general insurance product suitable for small and medium size business.
Who is the product designed for?	This product is designed for small and medium size businesses that require products and public liability insurance at a higher limit than their underlying (primary) policy provides
Who is the product not appropriate for?	Businesses domiciled outside the UK. The product is also not suitable for large commercial risk businesses.
What customer need is met by this product?	Public and Products Liability cover for the customers activities. This Product provides cover for legal liability to pay damages or compensation arising out of any insured event as defined in the underlying (primary) insurance in excess of the underlying (primary) insurance.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	Customers under financial strain e.g., due to the impact of the economy/ cost of living crisis not 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

AXA XL Insurance Company UK Limited
20 Gracechurch Street, London, EC3V 0BG, United Kingdom
Telephone: +44 (0)20 7626 0486 Fax: +44 (0)20 7623 9101 axaxl.com

Registered office: 20 Gracechurch Street, London, EC3V 0BG Registered in England No 5328622
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.



	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
What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?	The product covers the following: • Public Liability • Products Liability Exclusions The policy wording contains the following exclusions: • Any amount which has a sub-limit lower than the limit of liability in the underlying insurance • Asbestos • Liquidated damages • Pollution • Radioactive Contamination • Terrorism • Mold or Fungus • War There are other general and section specific exclusions contained within the policy wording, please see the wording for more information.
Does the product include optional covers?	Free guidance, legal advice and risk management support are also provided to customers as part of the policy
How should this product be distributed?	This product is distributed via the online quote and buy platform to 1 specialist broker
What should distributors do to ensure the product provides fair value to the end customer?	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 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
How can the product be sold? Can it be sold without advice?	We would suggest that this product can be sold face to face or via telephone. This product can be sold with or without advice depending on your preference and in line with FCA regulations.
How is value assessed?	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').



	New product developments and changes to existing products are taken through a formal product approval process which is designed to: • 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. 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. 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.
Additional Product Literature:	This document is to be read in conjunction with the appropriate policy wording.