



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: Individual Personal Trainers & Sports Coach Insurance

Product Type:	Commercial Lines general insurance product suitable for Instructors, Personal Trainers and Coaches who instruct fitness and/or sporting activities.
Who is the product designed for?	Instructors, Personal Trainers, and Coaches who instruct fitness and/or sporting activities.
Who is the product not appropriate for?	Individuals who are: <ul style="list-style-type: none">• Instructing Professional Sport.• Domiciled outside of the United Kingdom.• Instructing Motorsport or Equestrian activities.• Do not hold a professional qualification to teach the activity they are instructing.
What customer need is met by this product?	AXA XL's Sports & Leisure product develops comprehensive insurance solutions tailored to the specific needs of instructors of many types of sport. Coverage provided includes: <ul style="list-style-type: none">• Property: Loss or Damage to equipment.• Liability: Public, products, and professional (E&O).• Products within this group are distributed by appointed Coverholders

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
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	and underwritten by AXA XL Insurance Company UK Limited.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	<p>The vast majority of sales of this product are completed online. This is then supported by an email/telephone by underwriting agents.</p> <p>Vulnerable Customers could include Individuals:</p> <ul style="list-style-type: none"> • Under financial strain e.g., may not be able to afford premiums on an ongoing basis. • Who have ongoing or recent medical symptoms, whether they have seen a doctor or been diagnosed with a specific condition or not, which may inhibit their ability to undertake their working duties or be able to attend at all. • 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
What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?	<p>This is an annual or short period policy specifically designed to cover Instructors, Personal Trainers and Coaches who instruct fitness and/or sporting activities to protect their assets (kit and equipment).</p> <p>Cover also extends to include their duty of care to participants whilst conducting activities in connection with their health and fitness and/or sport.</p> <p>Exclusions:</p> <ul style="list-style-type: none"> • Asbestos, Communicable Diseases, Cyber, Hazardous Activities, Punitive Damages, Radioactive Contamination, Terrorism and War.
Does the product include optional covers?	No.



How should this product be distributed?	This product is distributed via the online quote and buy platform directly to customers.
What should distributors do to ensure the product provides fair value to the end customer?	<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 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>Distributors to have clear practices in place to ensure the prevention of any sales outside the intended target market.</p>
How can the product be sold? Can it be sold without advice?	<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>
How is value assessed?	<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. • 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>
Additional Product Literature:	This document is to be read in conjunction with the appropriate policy wording.

