



## 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: Media & Entertainment

<b>Product Type:</b>	Commercial Lines general insurance product suitable for consumers and SME business.
<b>Who is the product designed for?</b>	This product is suitable for feature film productions, TV productions, Advertising production, Documentaries, industrial, commercial, and educational videos, post-production houses, Music videos, Animation, Touring and live events, Conferences / trade shows, Festivals, Touring entertainers (individuals and groups), Event promoters / producers / production services, Equipment rental / hire houses, Theatre productions, Theatres, Venues.
<b>Who is the product not appropriate for?</b>	This product is not intended for musician non-appearance, broadcaster, or publisher media liability.
<b>What customer need is met by this product?</b>	This product provides cover for our clients' needs. It provides protection for their assets and production spend. It also provides coverage for third party liability, which may be mandatory.
<b>Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?</b>	Customers may be under financial strain and may not be able to afford premiums on an ongoing basis.

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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>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 &amp; Contact Support.</p>
<p><b>What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?</b></p>	<p><b>Standard Exclusions:</b></p> <p>Damages, loss, cost, or expense related to:</p> <ul style="list-style-type: none"> <li>• Use of any biological, chemical, radioactive, or nuclear agent, material, device, or weapon.</li> <li>• Fraudulent, dishonest, or criminal act(s) committed</li> <li>• Communicable disease</li> <li>• Claims by third parties for failure of the Insured to fulfil any contract</li> <li>• Coronavirus</li> <li>• Cyber</li> <li>• Data Value</li> <li>• Deliberate Acts that cause injury or damage</li> <li>• Financial Causes</li> <li>• Intellectual Property Laws or Rights</li> <li>• Radioactive Contamination</li> <li>• Terrorism</li> <li>• Asbestos</li> <li>• Punitive Damages</li> <li>• War</li> </ul>
<p><b>Does the product include optional covers?</b></p>	<p>Yes, the client has the option to purchase some section of the cover and vary the limits purchased.</p>
<p><b>How should this product be distributed?</b></p>	<p>The product is distributed via coverholders and Open Market.</p>



<b>What should distributors do to ensure the product provides fair value to the end customer?</b>	<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>
<b>How can the product be sold? Can it be sold without advice?</b>	<p>The product is always sold through a broker and/or coverholder. The product can be sold via a combination of face-to-face, emails and telephone.</p>
<b>How is value assessed?</b>	<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"><li>• Identify the target market and its needs.</li><li>• Review policy wording and customer facing documentation to ensure it is clear, fair, and not misleading.</li><li>• Consider the needs of any vulnerable customers; and</li><li>• Monitor post-sales performance.</li></ul> <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</p>



	you can help us by providing feedback through your usual point of contact at AXA XL.
<b>Additional Product Literature:</b>	This document is to be read in conjunction with the appropriate policy wording.