

## 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: Poultry Protect

<b>Product Type:</b>	Commercial Lines general insurance product suitable for business customers
<b>Who is the product designed for?</b>	Commercial UK Poultry producers, whether micro enterprise, small, medium, or large commercial businesses
<b>Who is the product not appropriate for?</b>	This product is not aimed at consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession, e.g. – owners of back yard flocks or small holdings
<b>What customer need is met by this product?</b>	<p>The customer is protected against: -</p> <ul style="list-style-type: none"><li>• Death of birds or damage to eggs</li><li>• Physical damage to their property and/ or contents</li><li>• Liability – Public, products and Employer's</li><li>• Consequential loss following death of birds' damage to eggs or physical damage to property</li></ul>
<b>Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?</b>	<p>Individuals or companies under financial strain e.g., may not be able to afford premiums on an ongoing basis.</p> <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</p>

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	<p>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: <a href="#">AXA XL's Vulnerable Customers Guide &amp; Contact Support</a></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>This product covers costs for:</p> <ul style="list-style-type: none"> <li>• Market value of poultry following death as a result of: - <ul style="list-style-type: none"> <li>○ Restricted perils – such as fire lightning windstorm</li> <li>○ All risks of mortality – as a result of an accident sickness or disease</li> </ul> </li> </ul> <p>Depending on the coverage chosen by the insured, coverage can also include: -</p> <ul style="list-style-type: none"> <li>• Physical damage to the insured property incurred during the period of insurance caused by specified perils such as fire.</li> <li>• Business interruption</li> <li>• General Liability (Public and Products)</li> <li>• Employer's Liability</li> </ul> <p><b>Typical Exclusions:</b></p> <ul style="list-style-type: none"> <li>• War</li> <li>• Terrorism</li> <li>• Communicable diseases</li> <li>• Radioactive contamination</li> </ul> <p>Please refer to policy documentation for full details.</p>
<p><b>Does the product include optional covers?</b></p>	<p>Under the Mortality and Property sections, additional cover can be purchased for other perils:- e.g.</p> <p><b>Mortality: -</b></p> <ul style="list-style-type: none"> <li>• Heat Stress</li> <li>• Power Interruption and Equipment Breakdown</li> <li>• Government Slaughter (Infected Premises)</li> <li>• Economic Slaughter</li> </ul> <p><b>Property: -</b></p> <ul style="list-style-type: none"> <li>• Money</li> <li>• Good in Transit</li> <li>• Accidental Damage</li> <li>• Machinery Breakdown</li> </ul>
<p><b>How should this product be distributed?</b></p>	<p>The product is distributed via a specialist coverholder: David Roberts and Partners Ltd.</p>
<p><b>What should distributors do to ensure the product provides fair value to the end customer?</b></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 where that cover is already provided by the policy. Commission, fees, or</p>



	<p>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>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's regulations.</p>
<b>How is value assessed?</b>	<p>AXA XL has established a 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>•Consider and review the product's performance metrics, product complexities, sales, and service risks.</li> <li>•Consider and review the policy fees, charges, remuneration in comparison to benefits offered.</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 you can help us by providing feedback through your usual point of contact at AXA XL.</p>
<b>Additional Product Literature:</b>	<p>This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by the product.</p>