



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: Professional Liability

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 provide professional advice/ services including but not limited to construction trades, IT trades, accountants, marketing or publishing.
Who is the product not appropriate for?	Businesses domiciled outside the UK and Large Commercial.
What customer need is met by this product?	<p>Professional Liability product provides cover for customers offering a professional service to their clients and will be triggered in the event of a negligence claim or a civil liability claim resulting from the services provided.</p> <p>There are versions of this product for slightly different target markets, these versions largely have the similar policy wording:</p> <ul style="list-style-type: none">• Miscellaneous professional• Construction trades (Contractors Design and Professional Services)• Accountants professional• Technology professional• Marketing, advertising and publishing• Architects and Consulting Engineers

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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.



Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	<p>Customers under financial strain 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 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</p>
What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?	<p>The product features and benefits vary depending on the exact product and target market. Examples of features/cover include (please see the policy wording for exact offering):</p> <ul style="list-style-type: none">• Negligent acts, errors, omissions or breach of duty or other civil liability• Employee dishonesty• Unintentional libel and slander• Unintentional breach of confidentiality• Unintentional infringement of copyright, trademark or patent• Loss of documents or electronic data• Defence costs for alleged offences under data protection laws• Criminal prosecutions defence costs• Indemnity to principal• Payment of outstanding fees to mitigate a claim <p>The policy wording and exclusion differ depending on the product and target market (please see policy wording for more information). Examples of exclusions include:</p> <ul style="list-style-type: none">• Asbestos• Death or Bodily Injury• Directors and Officers• Documents or data• Employers Liability• Fines and Penalties• Fraud and Dishonesty• Goods and Services• Insolvency• Joint Venture• Know Claim or Circumstance• Land and Vehicles



	<ul style="list-style-type: none"> • Market Fluctuation • Nuclear War • Other Insurance • Pollution of Contamination • Property Damage • Related Companies • Radioactive contamination • Terrorism • Trading losses
Does the product include optional covers?	N/a
How should this product be distributed?	This product is distributed via the online quote and buy platform to around 1000 specialist brokers.
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?	<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. • 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>
Additional Product Literature:	<p>This document is to be read in conjunction with the appropriate policy wording.</p>