



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: Environmental Impairment Liability (EIL) Farm

Product Type.	This is a commercial product for agricultural customers.
Who is the product designed for?	Agricultural customers.
Who is the product not appropriate for?	<ul style="list-style-type: none">• Non-Agricultural customers• Customers not located in the UK• Those that fall within the “excluded Agricultural activities”
What customer need is met by this product?	This coverage is specifically designed to address gaps in existing farm combined policies. It complements current offerings by including pollution cover for statutory liabilities, ensuring compliance with governmental regulations. Additionally, it provides coverage for gradual incidents, enhancing overall protection.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	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

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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	<p>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>Key Covers:</p> <ul style="list-style-type: none">• On-site clean up as well as off-site• Cover for a gradual pollution incident• Statutory Liability• Emergency Costs• Legal expenses• Pollution hotline <p>Clean up costs at a premises arising from agriculture, agricultural contracting or transportation.</p> <p>Exclusions:</p> <ul style="list-style-type: none">• Pollution condition or natural resource damage arising out of a deliberate act or omission, willful misconduct or gross negligence on the part of the insured• Fines or penalties• Prior conditions• Genetically modified organisms• Aboveground storage tanks were not in compliance with applicable legislation• Underground storage tanks• Intensive farming under the Environmental Permitting (England & Wales) Regulations 2010• Sheep dips• Slurry lagoons not designed, constructed, maintained, and used in full compliance with applicable legislation• Human waste spreading• Non-recreational fish farming• Landfills• Waste storage facilities



	<ul style="list-style-type: none"> • Spraying of pesticides, herbicides • Unregistered composting
Does the product include optional covers?	<p>Embedded cover does not. Standalone farm cover will offer:</p> <ul style="list-style-type: none"> • Business interruption • Human waste spreading • High risk crop spraying • Cover for intensive farming
How should this product be distributed?	<p>This product is distributed via delegated underwriting authority (DUA) and open market. The distribution chain consists of one retail broker, one wholesale broker, coverholders and the risk carrier.</p>
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>
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, via telephone or online. 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 • Monitor post-sales performance



	<p>Once a new or amended product is introduced to the market, AXA XL will review the product annually to ensure it continues to offer fair value, 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>