

Target Market Statement and Fair Value Assessment

Brit Syndicates Limited has undertaken a product review in accordance with the FCA Product Governance (PROD 4) and our product governance obligations. This document is intended to provide a summary of the Target Market Statement and outcome of the Fair Value Assessment only.

For use by distributors only.

Product Name	Public / Products Liability
Manufacturer	Brit Syndicates Limited is the core product manufacturer. Ancillary products are offered by third parties and are separate from Brit's offering.

Product Information

The Public / Products Liability product has been subject to periodic controls and our POG process. The product has been reviewed and signed off by our POG panel as representing fair value to customers. This is in light of a review of the following MI:

- Acquisition Costs and Fees
- Policy Coverage and Limitations
- Premium Information
- Cancellation Data
- Claims and Complaints Data
- Declinature rates
- Loss ratios
- Ex gratia payments
- Root cause analysis
- Renewal retention rates
- Customer Feedback
- Oversight and Monitoring
- Conduct and Technical Wordings review
- Product Benchmarking
- Breaches of Lloyd's/FCA benchmarks and tolerances

The products are offered both in the UK and Internationally, with a Worldwide territorial scope. The product usually runs for a duration of 12 months, unless specific requests are received from the Insured. Renewal notices and procedures are issued in accordance with local regulations.

All claims are handled in house by Brit. Quarterly Technical File reviews are undertaken to ensure that all claims are handled appropriately against our internal metrics which centre around ensuring good customer outcomes.

Complaints are handled by the Brit Insurance in house Complaints Team or via delegated complaints handling. Regular analysis of all complaints received ensure Underwriters can identify any necessary policy changes to ensure fair customer value is maintained over time. There have been no complaints on the product to indicate that there are any systemic issues which may affect customer outcomes or product value.

What customer need is met by this product?	
The Public Liability product is designed to cover customers against potential exposure to a third party liability claim resulting for property damage or bodily injury, as a result of their activities. Products Liability covers an insured against legal claims of injury to customers or damage to third party property as the result of the Insured's Product.	
Target Market	
The product is targeted at customers who have potential exposure to a third party liability claim resulting for property damage or bodily injury, as a result of their products or caused upon their premises. This could be individual operations or multinational corporations.	
Types of customer for whom the product would be unsuitable	
The Public/Products Liability product would not be suitable to Individuals seeking personal line insurance not related to a commercial activity.	
Any notable exclusions or circumstances where the product will not respond	
<p>The key Public / Products Liability product exclusions are as per below:</p> <ul style="list-style-type: none"> - Standard market exclusions apply (Nuclear Contamination, War, Asbestos, Terrorism, Deliberate Acts) - Communicable Disease exclusion applied - Cyber Exclusion applied - Pollution is often restricted to a Sudden and Accidental basis, excluding gradual Pollution and Seepage 	
How is this product sold?	
<p>The Public/Product Liability is predominantly offered as a combined package with Employers Liability to customers who require such cover. It is also sold d as part of the Property Combined product which is aimed at commercial, SMEs and some landlords. However, customers can also purchase the products separately.</p> <p>The product is sold on a binder and Open Market basis through FCA authorised intermediaries and Lloyd's approved Coverholders. Customers are offered bespoke advice to ensure the product meets their demands and needs.</p>	
Fair Value Review	
The fair value assessment indicates that the Public / Products Liability product provides value to the end customer and remains suitable for the target market. Where a potential risk to the product value has been identified, the distributors will be contacted directly.	
Other information which may be relevant to distributors	
<p>As part of the FCA Fair Value Assessment we require distributors to provide additional product information on the distribution chain, fees, remuneration or services, ancillary/add-on products on an annual basis. Taking into consideration the potential impact it would have on the customer and the product value.</p> <p>If you have any questions regarding the product approvals and Fair Value Assessments, please refer any communications to your Brit representative.</p>	
Date of Fair Value Assessment Completed	2023
Expected Date of Next Assessment	2024