

## Fair Value Assessment Outcome:

Product - SME Flood Protect

Insurer/Provider – Various – See Product Overview Below

### KEY FINDINGS;

#### Product Overview

SME Flood Protection Cover from a panel of insurers: AXA XL, Great Lakes, Ascot  
This Policy covers clients against the Damage to Property and for the additional expenditures incurred due to Damage to insured Property as a direct result of a Flood. Fixed indemnity limits of £25,000 or £50,000.

See Manufacturer's Target Market Statement for detail on the range of customers the product is designed for as well as the groups of customers for whom the product is not appropriate and will not provide the intended value.

In summary, this product is aimed at Small Businesses with assets and turnover of under £1m.

#### Date Fair Value assessment completed – December 2024

The data reviewed for this assessment has been drawn from the policies sold between 1<sup>st</sup> October 2023 and 30<sup>th</sup> September 2024.

#### Fair Value Assessment Outcome:

The outcome of the review shows the product delivers value. This product will therefore be monitored and reviewed again in 12 months as per PROD 4.2.34 requirement to undertake regular product reviews.

A summary of why we concluded this product is delivering value is set out below:

- The product performance metrics do not raise any major concerns and are explained in detail below.
- The product is a low volume one from a sales perspective with 10 live policies in place at time of review.
- The new business quotes and conversion rates were the above company target rate of 35% with a rate of 44.4% being achieved within the review period.

Mi Specialty Ltd, Registered in England and Wales (No: 07313009). Registered office: Affinity House, Bindon Road, Taunton, Somerset TA2 6AA. Mi Specialty Ltd are authorised and regulated by the Financial Conduct Authority FRN: 969896. Mi Specialty Ltd is part of the Lloyd & Whyte Group.

- The average commission for this product during the review period was 18.5% with a fee of £20 per policy.
- The renewal retention rates company tolerance level for this product is 75%. In the review period this product achieved a rate of 66.7%, below tolerance but no concerns.
- Cancellation rates were zero during the review period.
- No complaints have been received by Mi Specialty Ltd in relation to the performance, sale or administration of this product.
- Our approach to this product review has utilised data and MI readily available.