Commercial Combined - June 2026

Target Market Statement

Product Name	Commercial Combined Insurance (Convex)
Target Market – who is this product designed for?	Commercial Clients that require a policy of insurance that covers the assets, earnings and legal liabilities of their business. The product is not suitable for non-commercial clients or commercial clients who do not require the aforementioned cover.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	This product is only available via independent intermediaries whom clients should seek advice from.
What are the key value elements of the product that are important for the target market?	A product specifically designed for the target market with policy covers tailored to clients needs. A team of specialist underwriters to provide guidance and support. Wordings that aim to be clear to the target market.
What client need is met by this product?	The need to protect their business from unforeseen legal liabilities to cover claims arising from employees, and legal liabilities of their business. Contract Works sections can be purchased in isolation.

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V2 - 01.12.2023

Continued **What client need is met by this product?**	- All Risks (Specified Items): Loss or damage to specified property at the premises or in defined geographical areas. - Personal Accident Cover: Accidental bodily injury to any principal, partner or director during the operative time of cover. - Director's and Officer's Liability: Wrongful acts, including error, omission, misstatement, neglect or breach of duty made or committed by an insured director. - Equipment Breakdown: Breakdown of equipment and associated costs. - Legal Expenses: Legal costs and expenses and employment compensation awards. - Deterioration of Stock: Deterioration of stock in a frozen food cabinet, freezer or cold store caused by change in temperature or by accidental leakage of
Can this product be sold without advice?	This product should be sold in line with FCA regulations and should be sold with advice.
How can this product be sold?	Only via an independent intermediary. To ensure the client 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
How is value assessed?	The value of this product is subject to review by Insurers taking into account factors such as: - Commission - Complaints - Cancellations - Claims information

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