



Retailers/ Shops

AXA Commercial has undertaken a Product Review and Fair Value Assessment as the manufacturer of this product, in accordance with our obligations under PROD 4.2.

Date of most recent Product Review and Fair Value Assessment	August 2022
Date of next Product Review and Fair Value Assessment to be completed by	Within the next 12 months*

**We continuously monitor our products and apply a risk-based approach to our product governance; the next review and assessment may take place before this date and this document updated accordingly.*

Outcome of the Product Review and Fair Value Assessment

As a result of the product governance activities undertaken across this product we can confirm:

- 1.The product remains consistent with the needs of the identified target market**
- 2.The product remains consistent with the fair value assessment**
- 3.The intended distribution strategy remains appropriate**

Product Description

This is a property led product aimed at a variety of SMEs including Shops, Salons, and home-based companies.

This product offers a core selection of common covers and standard (such as Contents, Business Interruption, Public Liability, Employers' Liability) with the ability to cover additional options sections (such as Buildings and Legal Expenses).

This product can be sold online via Insurance Intermediaries.

Product Type

This is a Commercial Lines general insurance product which is suitable for business customers only.

Product Status

This product is open to new and renewal business.

Who is the product designed for?

Commercial customers with businesses based within Great Britain, Northern Ireland, the Channel Islands and the Isle of Man in the retail sector. This product is suitable for:

- Businesses with a maximum turnover of £2,500,000
- Businesses with up to 5 shops

Who is the product not appropriate for?

Non-Commercial customers, businesses not in the retail sector or larger retail chains.

What are the mandatory product features that will meet the needs, characteristics, and goals of the target market?

This product provides the following cover, up to agreed specified limits:

- Contents
- Stock
- Business Interruption
- Public Liability
- Employers' Liability
- Money
- Goods in Transit

Does the product include optional covers?

In addition to the above, the following optional covers are available, up to agreed specified limits:

- Buildings
- Theft of Money by Employees
- Specified All Risks
- Legal Expenses
- Terrorism
- Deterioration of Stock
- Loss of Licence

How should this product be distributed?

This product can be sold with the active assistance and guidance of an Insurance Intermediary. This product can also be sold by an Insurance Intermediary directly to customers without this assistance.

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. The distributors should ensure that the sums insured are adequate for the risk insured.

Additional Product Literature

This document is to be read in conjunction with the appropriate policy wording (which is available through the AXA Connect broker portal), and policy summary.

Further information about the Product Review and Fair Value Assessment

When completing our Product Reviews and Fair Value Assessments we used all available information relevant to the product, and information provided by our distribution partners.

Where indicators and measures were outside AXA Commercial's tolerance, we investigated these to ensure that the product continues to remain suitable for the target market, delivers value for customers and operates in line with customer expectations. Details of any key actions taken can be found below.

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
Product Performance	<ul style="list-style-type: none"> Target Market review Customer vulnerability considerations Loss ratio COR Performance Cancellations Claims ratio Complaints root causes 	<p>Our assessment of these measures confirmed the ongoing fair value of this product.</p> <p>We have made some updates to the overall Target Market Statement to ensure the information provided is clear.</p> <p>We have identified opportunities to enhance the customer journey and the service provided to customers which we are taking forward.</p>
Price	<ul style="list-style-type: none"> Commission levels Customer tenure Cost and Impact of any Add-Ons Cost and Impact of Premium Finance 	<p>Our assessment of these measures confirmed the ongoing fair value of this product.</p>
Service Delivery	<ul style="list-style-type: none"> Claims Service Metrics Complaints Service Metrics Operational Service Metrics Customer Feedback 	<p>Our assessment of these measures confirmed the ongoing fair value of this product.</p>
Distribution	<ul style="list-style-type: none"> Review of Distribution Strategy Commission levels Charges/Fees Add-on/Ancillary Products sold alongside this product 	<p>Where distribution partners responded to our information request, our assessment of these measures confirmed that the distribution strategy for this product remains appropriate. This is subject to all distributors ensuring that the costs they pass on to customers and any add-ons sold do not adversely impact the value of this product.</p> <p>We continue to work with our partners to obtain and assess information, and agree actions as required, to ensure the ongoing value of this product.</p>
	<ul style="list-style-type: none"> Results of previous assessments of this product 	<p>Our assessment of these measures confirmed the ongoing fair value of this product.</p>

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
Assurance Activity	<ul style="list-style-type: none"> • Review of Significant Adaptations • Review of Risks or Incidents associated with this product • Review of other relevant Monitoring and Oversight activity relating to this product 	