

Distinct 150

Target Market Statement



This document is intended to be used by distributors and not provided to a customer. Aviva Insurance Limited is the Product Manufacturer for this product and may source elements of cover from third parties. Full details are contained within the policy documentation.

What is this product?

- This is a Personal Lines General Insurance product suitable for individual consumers.
- Distinct 150 is a product designed to offer customers flexibility to tailor a package of covers to meet their needs.

What customer need is met by this product?

- Distinct 150 is designed to provide customers with comprehensive financial protection for the building and/or contents of their home. In addition, it also provides the following:
 - financial protection anywhere in the world for contents, arts, antiques and collectibles and personal belongings (such as clothing, mobile phones, tablets and handbags) when taken away from the home (when contents are insured)
 - personal legal advice and funding if an event results in a dispute over property, employment, consumer rights, personal injury, tax advice, motor prosecution and jury service
 - home emergency service if an event results in:
 - the complete failure or breakdown of primary heating system, electricity supply system, permanently installed cooking system
 - damage or failure of the plumbing or drainage that results/could result in internal water damage/flooding
 - damage or failure or external door or window locks that makes the home insecure, and/or the only available key to the home has been lost and normal access cannot be gained
 - damage or failure to roofing that results/could result in internal water damage.

Who is this product designed for?

- Distinct 150 is designed for high net worth consumers who are owner occupiers (including part time occupation e.g. for holidays) or are tenants.

Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers? This product is not suitable for:

- Mass market and mass affluent customers.
- Homes outside of United Kingdom, Channel Islands and Isle of Man, other than second homes in France, Portugal, Republic of Ireland and mainland Spain.
- Homes with more than 9 bedrooms.

Can this product be sold without advice?

- Distinct 150 can be sold with or without advice depending on your preference and in line with FCA regulations.
- Whilst there is a degree of complexity driven by the need to select appropriate configurable elements of insurance (such as excess) the sales journey frees customers to engage with cover selection, and each element, limit or choice is sufficiently simple for customers to understand without advice. Home Insurance is a standard mortgage requirement and is held by most home owners. This, alongside the annual renewal process, means homeowners are familiar with, and regularly engage with, this product type, creating a level of familiarity that supports their decision making.
- The product is supported by a standard Insurance Product Information Document, which is in a standardised format that is easily recognisable and understood by customers.

How can this product be sold?

- Distinct 150 can be sold face to face, via the telephone or by postal application.
- Sales journeys must identify customer eligibility and ensure that key information and choices to be made are presented to customers in a way that supports a customer through the process of understanding core cover and configuring optional elements of insurance to suit their specific demands and needs.

Eligibility. Customers must:

- Be homeowners, renters or landlords with properties within the United Kingdom, Channel Islands and Isle of Man.
- Be able to insure their property for its full rebuild or replacement value without exceeding the maximum permitted sum insured (these limits are variable by property type and postcode).
- Not work as a professional entertainer, footballer, boxer, athlete, gambler, money-lender or (unless they're your child or foster child) full-time student.
- Have never had insurance refused, cancelled or offered with terms imposed.
- Have no unspent convictions or any pending prosecutions.
- The policyholder(s) must be aged 16 and over.

Optional additional covers/Extensions which are available with this product:

Product Name	What customer need is met by this product?	Who is this product designed for?	Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?
Travel insurance	This product is designed to provide financial protection and support if an injury or illness requires medical attention. It also provides financial protection if there is an event which results in the inability to travel or requires the trip to be cut short.	<p>Customers who live in the insured household for insurance to cover multiple holidays to cover a variety of holiday types from United Kingdom to Worldwide including cover for typical holiday activities.</p> <p>Cover is only available:</p> <ul style="list-style-type: none"> – for conventional non-working holidays or business trips where clerical/admin work only is undertaken; – in respect of the insured, the domestic partner, dependent children who are under the age of 23 at the time the trip commences. Children aged over 17 years are only covered if they are in full time education and resident with the policyholder; – children are only covered when travelling with an adult insured under this section. 	<ul style="list-style-type: none"> • Customers who don't travel or who have cover via other products e.g. single trip or added value bank accounts.
Second home abroad	This product is designed to provide financial protection for buildings and contents which occurs as a result of a fire, storm, flood, theft, malicious damage and subsidence for a second home outside of the United Kingdom.	<p>All customer types that own a second home abroad that is used for personal purposes only.</p> <p>For use by Insured and family with risks in France, Portugal, Republic of Ireland and mainland Spain provided the customer is normally resident in the United Kingdom and we cover their main residence.</p>	<ul style="list-style-type: none"> • Customers who don't own a second home outside of the United Kingdom.

| Retirement | Investments | **Insurance** | Health |

Aviva Insurance Limited. Registered in Scotland, No.2116. Registered Office: Pitheavlis, Perth, PH2 0NH. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

BHHJF15345 01.2021