Fair Value Assessment Outcome

This document has been produced by Aviva Insurance Limited in accordance with our regulatory responsibilities as a Product Manufacturer of UK General Insurance products. It is intended for use by our Distributors and not for customers or operational staff.

For more information please speak to your usual Aviva representative.

Product Value - Information Exchange Template[1]

Carrier name	Aviva Insurance Limited (Aviva)
Broker name	As set out in the TOBA with Aviva Insurance Limited
Product name	Digital Small Business • Shop & Salon • Office & Surgery • Pub, Restaurant & Hotel • Self-employed
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Digital Small Business (Property, Liability, Speciality Lines)
Date	08/08/2022

Carrier Information
The fields below should be completed by the carrier. The information provided should be sufficient for distributors in the chain to understand the value of the product, the intended target market and those to whom the product should not be marketed. Other information should be included (if relevant) to advise distributors of how their known or expected actions might affect the value of the product.
Product information

Aviva's Product Approval Process can be found here. Further information for our distributors about Aviva's Product Oversight and Governance (POG) arrangements can be found here.

In accordance with the FCA PROD Product Intervention and Product Governance Sourcebook PROD 4 Product governance rules a product review and fair value assessment has been completed for the Digital Small Business products.

The product has been subject to Aviva's full product review process and signed off by our authorised approvers as representing fair value to customers and may continue to be marketed and distributed. There are no indications that the product is not working as intended, which is reflected in customer metrics performing as expected in the main.

The Digital Small Business Products are mass market products sold via Aviva's digital platform (Fast Trade) and via eTrade, as well as being products versatile enough to be traded through the Schemes distribution channel. The products offer a core traditional insurance offering providing protection for assets, revenue and liabilities for smaller businesses within the retail, leisure, services and construction segments. The products do provide an element of tailoring based on individual customer needs and these will be recommended by the customers' intermediary as the products are sold on an intermediary self-serve basis with little intervention from Aviva underwriters. The covers within the core offering are priced individually and an overall premium is provided for customers. Pricing factors include trade, location and sum insured.

The assessment of fair value included review of the following management information as well as other insight:
- Claims Acceptance Rate
- Average Claims Pay-out
- Highest Claims Pay-out
- Claims Frequency by Peril
- Average Customer Settlement Lifecycle

- Average Overall Claims Lifecycle
- Regulated Complaints by Outcome
- Average Premium
- Claims Ratio
- Expenses Ratio
- Commission Ratio
- COR (Combined Operating Ratio)

Following the review, we have concluded that the performance of the management information is within agreed tolerance levels or is accepted due to the line of business. Additionally, no issues or actions have been raised through the review process.

Target market

Aviva have developed 'Target Market Statements' to provide you with information about the intended target market, who our products are designed for, who they are not intended to support and how we expect the product can be offered to customers.

You can find our Target Market Statements on our Aviva Broker site. They are held here for your reference, kept up to date when the product is changed and reviewed on an annual basis. For commercial lines they can be found here, for personal lines they can be found here.

Please inform us where you identify you have consistently distributed our product to customers outside of the intended target market.

Types of customer for whom the product would be unsuitable

As above, this information is provided in Aviva's separate Target Market Statement information.

Any notable exclusions or circumstances where the product will not respond

As above, this information is provided in Aviva's separate Target Market Statement information and supporting policy summaries.

Other information which may be relevant to distributors

Please note we do not require Distributors to provide additional information on remuneration or services provided. Aviva will contact brokers separately if data is required that we do not hold.

The following is excluded from the review and as a Distributor you must consider:
- any additional fees that you charge a customer/client and the effect on the value of the product.
- any ancillary products sold alongside the product which may affect the product's value or duplicate cover provided with our product.

Please contact your usual Aviva representative if you have any queries or concerns about the Aviva underwritten product.

Date Fair Value assessment completed	13/06/2022
Expected date of next assessment	13/06/2023