

PRODUCT VALUE ASSESSMENT & TARGET MARKET STATEMENT



Mid & High Net Worth Home

Introduction

The purpose of this document is to provide clear information about our product, including our annual review process and outcomes, our target market and how our products are distributed.

Product Information

- Buildings cover up to £15m
- Executive Home - Contents starting at £100,000 (including worldwide all risk cover for contents, personal effects, art, antiques and jewellery.)
- Executive Plus - Contents starting at £200,000 (including worldwide all risk cover for contents, personal effects, art, antiques and jewellery.)
- Fully inclusive family protection and assistance including Legal protection, Home emergency and Cyber Assistance.

Target market

- Our Executive Home and Executive Plus products are designed to provide exceptional cover and service for customers who own or live in high value homes and own high value items.
- Customers who want flexible, worldwide, all risks cover with embedded Legal Expenses, Home Emergency and Home Cyber Assistance
- Customers who have £100,000 (Executive Home) or £200,000 (Executive Plus) or above total value of home contents and fine art
- Customers with no previous claims or a minimal loss history

Types of customers for whom the product would be unsuitable

- Properties that have suffered from previous subsidence or are located within a high subsidence area
- Customers with unspent convictions
- Customers with adverse financial history such as previous bankruptcies, CCJ's within the last 5 years and IVA's
- Customers that have open claims
- Main homes regularly left unattended for over 60 days
- Properties with thatched roofs

Any notable exclusions or circumstances where the product will not respond

- Wear and tear
- Wet or dry rot, rising damp or fungus
- Lack of maintenance
- Faulty design or workmanship or the use of faulty materials
- A deliberate act by you or your family
- Malicious acts by tenants or paying guests
- Mechanical or electrical breakdown
- Damage caused by insects, vermin or pests.

Information for our distributors

Distributors are expected to have considered the customer's needs and characteristics to ensure that the product and coverage selected meet their requirements. They should also consider any aspects that may make the customer be deemed vulnerable, such as poor health, resilience or capability.

Any commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value to the customer.

Our annual review process and assessment of fair value

As part of the annual review process and fair value assessment of our mid and high net worth products we ensure that:

- We understand the value to customers in providing the products
- The products provide value for money within the market they support
- The products deliver high quality service and customer experience
- The level of sales, renewals and cancellations are in line with expectations, with no adverse trends identified
- Our products remain in line with market benchmarking and target market suitability
- Product performance is analysed, including claims and complaints data
- There are no barriers to making a claim

Our robust process identifies any improvements and follows a rigorous sign off process.

Further information regarding our product approval process can be found in our [product brochure here](#)

2024 Product Review and Fair Value Assessment Outcome

Our 2024 mid & high net worth product review and fair value assessment process was completed during Q4 2024. The assessment has shown that our mid & high net worth products meet the fair value requirements under PROD 4.3.

Please see below for the outcome of the 2024 review.

VALUE PRINCIPLE	MEASUREMENTS
Understand the value to customers in providing the product	<ul style="list-style-type: none">• Our mid & high net worth products continue to address customer needs in provision of all risks, worldwide cover, in line with target market expectations and market benchmarking• Continued 5-star market rating with low levels of customer complaints• Low level claims declinatures % against annual claims data indicating no barriers to claim and continued performance against each cover level• Average premiums remain in line with expectations and highlight value for money against performance• Enhancements to our product wording have been designed in line with Consumer Duty and improved customer understanding and clarity. These improvements are included within our 2025 delivery action plan• Product changes and enhancements have been identified within the 2024 review process which will improve product value and performance. An action plan is in place to deliver these changes within 2024.
Ensure product delivers high quality service and customer experience	<ul style="list-style-type: none">• A comprehensive review of annual claims and declinature data was analysed which indicated that performance and service were as expected with no barriers to claim• Consistent claims levels against cover sections and perils indicating key cover areas in place• Continued high quality service levels were highlighted throughout our service areas via a number of metrics including NPS and surveys• Complaints analysis completed with no trends or issues identified• Policy documentation clarity improvements identified and included within our 2025 delivery plan
Ensure level of sales are in line with our & customer expectations	<ul style="list-style-type: none">• Sales of our products continue to fall in line with sales expectations with no issues highlighted• Our products enjoy very high retention rates and exceptionally low cancellation rates which indicates ongoing customer satisfaction
Provide a product that offers cover that is in line with target market suitability	<ul style="list-style-type: none">• Customer segmentation reviews and analysis was completed to ensure that our products are reaching our target market• A full market comparison exercise was completed to benchmark our products and that we continue to offer market comparable cover and services

ASSESSMENT DATE: Q4 2024

NEXT ASSESSMENT DATE: Q4 2025

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