



Target Market and Fair Value Assessment Product Information

(this information is for intermediaries only and is not intended for customer use)

Cedar Underwriting are committed to conducting our business in a fair, honest and open manner. We have in place a Product Oversight and Assessment Policy and Procedure to ensure that our products are fit for purpose and offer fair value. This policy assists us in the design of new products and in the monitoring and change of our existing products to ensure that they continue to meet the needs of our target market and provide value for our customers.

Date of Assessment:	July 24
----------------------------	---------

Overview:	
Cedar Underwriting Role:	Commercial Combined
Product:	Not Applicable
Product Live from:	10/04/2022 (legal expenses add on available (where conditions met) from 17/4/2023)
Policy Wording Version:	<p><u>From 29/02/2024</u> CCW1.0 02_24 (where the 'Business Premier' legal expenses add on is provided please refer to the separate Product Value Document for the "Business Premises Legal Expenses" policy wording)</p> <p><u>Up until 28/02/2024:</u> CCW1.0 03_21 (where the 'Business Premier' legal expenses add on is provided please refer to the separate Product Value Document for the "Business Premises Legal Expenses" policy wording)</p>
Policy Wording effective:	29/02/2024 with legal expenses add on available on new business policies and policies offered for renewal on or after 17/04/2023
Insurer:	Ascot (See separate Legal Expenses Product Value Document for details of the Legal Expenses insurer)
Class of Business:	Property/Liability
Target Customer Type:	Small: < 50 Staff Headcount and Turnover <=10 million Euros OR Balance Sheet <=10 million Euros
Summary of Insurance:	Owners of small businesses who require insurance for their property to cover material damage / business interruption and liabilities
Target Market	
The target market?	The target market are owners of businesses with a total material damage sum insured of £4m or less and whose business activities fall within our acceptable Trades list
Outside of Target Market?	Businesses that are not registered or domiciled within Great Britain, Northern Ireland, the Isle of Man or the Channel Islands and those falling outside the scope of the target market.



Product Features	
Summary of the key coverage of the policy:	<p>The Commercial Combined product offers cover for the following:</p> <ul style="list-style-type: none">• All risks cover to property (subject to specific exclusions);• loss of rent payable following damage to the property;• business interruption following damage to the property covered;• Employers' liability for compensation & claimants legal costs arising from bodily injury to any employee during the course of employment;• Public liability for compensation and legal costs arising from accidental bodily injury to any person or accidental loss or damage to third party property;• Products liability for compensation and legal costs arising from accidental bodily injury to any person or accidental loss or damage to third party property arising from produces supplied;• Loss of money and personal accident benefits if an employee is injured as a result of a robbery or attempted robbery; Loss or damage to goods in transit;• Deterioration of stock in refrigerated units;• Loss of licence applicable to the business
Summary of the key exclusions of the policy:	<p>Commercial Combined Key exclusions:</p> <ul style="list-style-type: none">• Asbestos;• biological or chemical materials;• communicable diseases, confiscation and requisition; Coronavirus;• Cyber risks;• Industries gradual seepage, pollution and contamination;• insolvency;• material changes of risk;• Micro-organisms;• North America Domiciled & Jurisdiction;• Offshore Installations;• Other Insurance;• Punitive & Exemplary Damages;• Radioactive contamination;• Terrorism;• War• The excess (which is specified in the Schedule)
How the Product been designed for customers to access the product and services:	<p>Customers access the product via a regulated broker that have an agency with Cedar Underwriting.</p> <p>Brokers access the product on our website or by forwarding a presentation by email to Cedar Underwriting for review. The method of access will be shown in the terms of business agreement between you and us.</p> <p>Customers can access claims by contacting the claims department themselves or via the broker. Contact can be made via telephone, email or writing to their office. Full details are provided in the policy wording.</p> <p>Customers can contact the claims department or Cedar Underwriting to make complaints either by telephone, email or by writing to the appropriate office. Full details of how complaints can be made is provided in the policy wording.</p>



Details of additional products offered (whether free or not) in addition to the core product:	<p>Business Premier Legal Expenses cover is available as a bolt on product for customers providing that they do not fall within the characteristics stated in the 'types of customer for whom the product would be unsuitable' shown in the Business Premier Legal Expenses Product Value Document, unless otherwise advised and excluded by us.</p> <p>For customers where this product is available 'Basic Cover' is provided free of charge with an additional premium payable if the customer would like to increase the cover to include 'Enhanced Cover'</p>
Relevant documents available via our website:	<p>Policy Wording – CCW2.0 02_24 Policy Summary – CCW2.0 02_24</p> <p>For policy documentation applicable to the Legal Expenses add on, please refer to the Business Premier Legal Expenses Product Value Document.</p>
Distribution Method	
Distribution channels	Cedar direct to the customer facing regulated entity
	Cedar direct to a regulated wholesaler with only one more regulated entity below them in the chain
Distribution Channel Information	<p>Brokers must be approved by Cedar Underwriting and enter into our terms of business agreement (TOBA). When you apply for an agency we will undertake our approval process and where approved we will issue the TOBA for you to sign. The TOBA will confirm if we accept sub-broker business in our relationship with you.</p> <p>Cedar Underwriting Limited Co-Manufacture products and sell these Products via regulated entities who have the suitable experience in this area of business.</p>
Commission	<p>Cedar Underwriting will agree a commission rate with each broker, this will be shown on the terms of business agreement between you and us. All brokers should be able to demonstrate that commission received bears a reasonable relationship to the actual costs of their contribution/level of involvement or benefit added by them to the distribution arrangement. We may ask you to justify your commission rate.</p>
Other remuneration	<p>Cedar UW Limited may charge an underwriting fee on any new business, renewal or mid-term adjustment. Full details regarding our fees can be found within the quote, new business and mid-terms adjustment schedules.</p> <p>We may ask you provide details of your fees that you earn in connection with the sale of our policy (including information on any sub broker fees where applicable).</p> <p>You must ensure that your arrangements are consistent with FCA rules on conflicts and incentives. You should review all remuneration arrangements at least annually and share the outcome of that review with us on request.</p>
Monitoring and Review	
Details of the review frequency / schedule for this product.	<p>A review of this product will be undertaken at least annually.</p>
Metrics used to monitor the Product.	<p>Cedar Underwriting will monitor conversion rates, renewal retention, cancellation count, NTU count, loss ratio's, claims acceptance rates, average claim payments, claims frequencies, number of claims repudiated and complaints.</p>



Fair Value

Does the policy provide fair value for a reasonably foreseen period?

Our product governance process requires a full review of all products at least annually to determine if the product offer fair value to the end customer.

The target metrics have been assessed and are within the targets set and do not show any areas for concern. All documentation is provided to the broker to forward onto the customer prior to the sale of the policy allowing an informed choice to be made and different options of communication styles are provided for the customer to make claims and complaints. The product has been re-assessed with the Business Premier Legal add on and we do not believe this to affect the fair value of this product. Cedar Underwriting are satisfied that the product offers fair value for the intended market based on the information available to us.

Feedback

We welcome feedback on the performance of this product. Any feedback will be considered in our next review. If you would like to provide feedback, please email our Compliance Administrator at compliance@cedarunderwriting.co.uk