



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:	August 2022
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Overview:	
Cedar Underwriting Role:	Co-Manufacturer
Product:	Public/Products and Pollution Liability Excess of Loss
Product Live from:	01/11/2022
Policy Wording Version:	Excess of Loss Policy Wording_v1 Aug 22
Policy Wording effective:	01/11/2022
Insurer:	Ascot Syndicate 1414 at Lloyd's
Class of Business:	Liability
Target Customer Type:	Small: < 50 Staff Headcount and Turnover <=10 million Euros OR Balance Sheet <=10 million Euros
Summary of Insurance:	This insurance provides public/products liability excess of loss cover.
Target Market	
The target market?	Companies who require PL/Products cover for higher limits of indemnity than what is provided by the primary or underlying insurers.
Outside of Target Market?	Where lead insurers are domiciled outside of the UK and do not meet specific AM Best or Standard & Poor credit ratings.
Product Features	
Summary of the key coverage of the policy:	The policy provides PL/Prods and Pollution cover for a limit of indemnity in excess of the lead and underlying excess insurers limit of indemnity. This policy will only pay a claim where these limits are exhausted.
Summary of the key exclusions of the policy:	This policy follows the same exclusions as the lead policy and in addition excludes: <ul style="list-style-type: none">• Asbestos• Biological or Chemical Materials• Communicable Disease• Cyber• Inner Limits of Indemnity - where the primary and underlying limits apply a reduced inner limit.• Products Exported to North America• Offshore• Pollution unless resulting from a sudden, identifiable, unintended and unexpected incident.



	<ul style="list-style-type: none">• Product used or incorporated in aircraft, drones, airports.• Punitive damages• Radioactive contamination• Terrorism• Sonic Bangs• War
How the Product been designed for customers to access the product and services:	<p>Customers access the product via regulated broker that have an agency with Cedar Underwriting. Brokers access the product on our website or by forwarding a presentation by email to Cedar Underwriting for review.</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:	There are no additional products available.
Relevant documents available:	Policy wording - Excess of Loss Policy Wording_v1 Aug 22 Policy Summary - Excess of Loss Policy Summary_v1 (Aug 22)
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	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.



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). 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.	A review of this product will be undertaken at least annually.
Metrics used to monitor the Product.	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.
Fair Value	
Does the policy provide fair value for a reasonably foreseen period?	<p>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.</p> <p>This is a new product therefore the target metrics have not yet been assessed but we have set targets that we expect the product to achieve which will be closely monitored. 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. This policy is a follow policy and is subject to the same terms and conditions as the lead product making it fair and consistent for the client.</p> <p>Cedar Underwriting are satisfied that the product offers fair value for the intended market based on the information available to us.</p>

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