

TARGET MARKET STATEMENT



Landowners

Introduction

The purpose of our Target Market Statement is to provide clear information about who our products are designed for and how they should be distributed.

Product Information

The Landowners product offers the following cover as standard:

- Owner's liability to the public

There are no additional optional covers available.

Target market

Our Landowners product is designed to meet the demands and needs of the majority of landowners who wish to ensure their liability as a landowner is protected.

Types of customers for whom the product would be unsuitable

- Customers who reside outside of the United Kingdom or in Northern Ireland.
- Customers who:
 - own land outside of the United Kingdom
 - require cover for risks that consist of a lake, pond, river, stream or other type of watercourse in isolation.

Any notable exclusions or circumstances where the product will not respond

None – standard policy exclusions apply.

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 Landowners product we ensure that:

- We understand the value to customers in providing the products and the impact of vulnerability
- 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 [here](#)

Product Review and Fair Value Assessment Outcome

Our Landowners review and fair value assessment process was completed during January 2024. The assessment has shown that our Property Owners product meets the fair value requirements under PROD 4.3.

Please see below for the outcome of the review.

VALUE PRINCIPLE	MEASUREMENTS
Understand the value to customers in providing the product	<ul style="list-style-type: none">• This product continues to address customer needs in provision of all risks, modular cover, in line with target market expectations and market benchmarking
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• Complaints analysis completed with no trends or issues identified
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 demonstrate high retention rates and 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">• A full market comparison exercise was completed to benchmark our products and that we continue to offer market comparable cover and services

ASSESSMENT DATE: January 2024

NEXT ASSESSMENT DATE: January 2025

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