AXA Commercial Fair Value Assessment Outcome and Target Market Statement

Product: Commercial Combined

Date of Fair Value Assessment and Target Market Statement	June 2026
Date of next Fair Value Assessment and Target Market Statement to be completed by	Within the next 12 months*

** We continuously monitor our products and apply a risk-based approach to our product governance; the next review and assessment may take place before this date and this document updated accordingly.*

Product Oversight and Governance

AXA UK's Product Governance Policy sets out the standards that AXA Insurance is required to implement to ensure the achievement of fair value and good customer outcomes by having robust product oversight and governance arrangements, systems, policies and procedures in place, which encourage a business culture with customers' interests at its core.

- We identify, define and assess our target markets at an appropriate level, based on the nature and complexity of our products.
- We undertake appropriate testing of our new products before launch, to make sure they meet our customers' needs and provide fair value.
- The design and performance of all our new, existing and legacy products are subject to regular assessment and review to ensure products provide fair value and that there is a continuing customer-centric focus, achieving good customer outcomes.
- The features, nature and complexity of our products are carefully matched to our intended distribution channels to ensure they reach our identified target market.

These requirements are in place in order to ensure that all AXA UK customers receive fair value and that good customer outcomes are delivered in line with AXA UK's defined customer outcome statements.

Fair Value Assessment Outcome

AXA Insurance has undertaken a Fair Value Assessment as the manufacturer of this product, in accordance with our obligations under PROD 4.2.

As a result of the product governance activities undertaken across this product we can confirm:

- The product meets the needs of the identified target market
- The product provides fair value to the target market for both now and for the forseeable future
- The distribution strategy remains appropriate

Target Market Statement: Commercial Combined

The purpose of this Target Market Statement is to explain the identified target market, intended value, expected distribution strategy for this insurance product manufactured by AXA Insurance.

Product Description	This multi-sectional product provides flexibility for customers to select a single section of cover or the full range of protections. Cover options include property protection such as material damage, business interruption, money, and contractors all risks, as well as liability cover including employers liability, public and products liability, and goods in transit.
Product Type	This is a Commercial Lines general insurance product which is suitable for commercial customers only.
Product Status	The Commercial Combined policy is only available to renewing customers. However, as an exception, some cover options may be offered to new business customers.
Who is the product designed for?	This product is designed and suitable for: • Commercial customers with businesses based within Great Britain, the Channel Islands, and the Isle of Man. • Commercial customers seeking flexible cover options that can be tailored to their specific business needs, including property protection such as material damage, business interruption, money, and contractors all risks, as well as liability cover including employers' liability, public and products liability, and goods in transit.

Who is the product not appropriate for?	This product is not suitable for: • Non-commercial customers or businesses based outside Great Britain, the Channel Islands, and the Isle of Man. • Commercial customers involved in Property Owning or Motor Trade sectors.
What are the mandatory product features that will meet the needs, characteristics, and goals of the target market?	This product has been designed to meet the needs of commercial customers seeking flexible cover options through single or multi-section solutions, including: • Business Interruption provides All Risks or Specified Perils cover for loss of income and increased costs following an insured event, with options including accounts receivable, annual or estimated gross rentals, gross revenue, gross profit, increase in cost of working, and additional increase in cost of working • Computer Insurance provides cover for computer equipment, reinstatement of data, and increased cost of working • Contractors All Risks provides annual cover for contract works, own plant, and hired-in plant • Employers' Liability provides protection against legal liability for bodily injury to the insured's employees • Engineering Contractors Plant and Equipment provides cover against damage to own and hired-in plant and equipment • Engineering Sudden and Unforeseen Damage provides protection against machinery damage and breakdown, with optional extensions for statutory inspection services • Goods in Transit provides protection for the insured's property while in transit, whether in the insured's own vehicles or while being carried by a third party • Legal Expenses provides cover for legal costs arising from specified events, including employment disputes, criminal prosecutions, property disputes, and Tax or VAT issues • Money and Personal Assault provides protection for the insured's business money • Material Damage provides All Risks or Specified Perils cover for buildings, contents, stock, and other insured items against insured damage • Public and Products Liability provides protection against legal liability for third-party injury or property damage claims • Personal Accident and Sickness (Group) provides cover against death, permanent, and temporary injury to insured persons, with optional sickness protection • Selected All Risks provides cover for specified items anywhere in the UK and, optionally, worldwide • Terrorism provides protection for the insured's property and business interruption caused by acts of terrorism • Theft by Employee provides cover for loss of money or property arising from employee dishonesty or fraud
Examples of some significant exclusions and conditions.	Each cover has its own significant exclusions and conditions, but policies will generally exclude war, cyber losses, radioactive contamination, communicable disease and deliberate acts from most sections.
Does the product include optional covers?	This product offers complete flexibility, with no set mandatory covers. Each cover option can be selected based on the customers specific needs.
How should this product be distributed?	This is available via an authorised or fully regulated insurance broker or intermediary. • Only within Great Britain, Northern Ireland, the Channel Islands, and the Isle of Man. • With active support and guidance from an Insurance Intermediary to help customers choose the appropriate level of cover. Support options must be available at all stages of the customers interaction, ensuring that additional assistance is readily available whenever needed.
What should distributors do to ensure the product provides fair value to the end customer?	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees, or charges passed onto the customer must be proportionate to the service provided and provide fair value. The distributors should ensure that the sums insured are adequate for the risk insured.
Vulnerable Customers	This product and services are designed for a broad customer base, but we recognise that any customer could become vulnerable at any time. We ensure that: • Products remain accessible and understandable for all customers • Communications are clear, jargon-free, and available in alternative formats • Where reasonable, processes are flexible to accommodate individual needs. • Staff are trained to identify and respond to signs of vulnerability sensitively and empathetically Support Measures • Offering multiple communication channels to ensure accessibility • Allowing extra time for decision-making and supporting customer understanding, including but not limited to their comprehension of the product in question. • Providing tailored repayment or service arrangements, where appropriate, to meet individual needs • Signposting to specialist support services when needed

Additional Product Literature	Please read this document alongside the product policy wording, available through the AXA Connect broker portal. Detail on all limits, conditions and exclusions have not been included, this information can be found within the policy wording and schedule.

Further information about the Fair Value Assessment

When completing our Fair Value Assessments we used all available information relevant to the product, and information provided by our distribution partners.

Where indicators and measures were outside AXA Insurance's tolerance, we investigated these to ensure that the product continues to remain suitable for the target market, delivers value for customers and operates in line with customer expectations. Details of any key actions taken can be found below.

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
Product Performance	• Target Market Assessment • Customer vulnerability considerations • Cancellation metrics • Claims metrics • Complaints metrics • Product fees/charges • Consumer Value Measures Data * *Consumer Value Measures products only	Our assessment of these measures confirmed the ongoing fair value of this product. We have made some updates to the overall Target Market Statement to ensure the information provided is clear.
Price	• Pricing metrics • Remuneration • Loss ratios • Expense ratios • Combined Operation ratio (COR) • Customer Tenure • Customer usage • Add on Metrics • Premium Finance metrics	Our assessment of these measures confirmed the ongoing fair value of this product.
Service Delivery	• Claims Service • Complaints Service (including FOS) • Operational Service • Customer Feedback	Our assessment of these measures and the ongoing actions in place, confirmed the ongoing fair value of this product.
Distribution	• Review of Distribution Strategy and oversight • Review of the Distribution Strategy • Review the value provided by the distribution chain	Where distribution partners responded to our information request, our assessment of these measures confirmed that the distribution strategy for this product remains appropriate. This is subject to all distributors ensuring that the costs they pass on to customers and any add-ons sold do not adversely impact the value of this product. We continue to work with our partners to obtain and assess information, and agree actions as required, to ensure the ongoing value of this product.
Assurance Activity	• Previous assessments of this product • Review of any product changes or Significant Adaptations • Review of Incidents associated with this product • Review of other relevant Monitoring and Oversight activity relating to this product	Our assessment of these measures confirmed the ongoing fair value of this product.

Commercially sensitive data, such as remuneration details, cannot be shared here. Information will continue to be shared with you as part of our relationship.

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