



Risk Managed – Commercial Combined

Target Market Statement

1. Product Type

This is a commercial combined insurance product for commercial customers domiciled in the UK, Channel Islands or Isle of Man, who require protection for their assets and liabilities.

2. Characteristics of the target market (who is the product designed for?)

This product is targeted to SME and mid-corporate commercial businesses operating in the following industry sectors:

- Manufacturing.
- Wholesale and Distribution.
- Retail.
- Professional Services Providers.
- Leisure, Health and Wellbeing.

This product is suitable for vulnerable customers, but it should be distributed via an intermediary that can provide any additional support needed.

Cover is provided to customers with an annual turnover of between £100,000 and £100,000,000.

3. Objectives, needs and interests of the target market (considering the key features and benefits of the product)

This product provides customers with the following features and benefits where selected:

- **Material Damage:** Cover for accidental loss or damage to property insured at the premises or whilst in transit, including property at exhibitions or temporarily away from the premises.
- **Business Interruption:** Cover for loss of profit or increased costs of working following an insured material damage claim at the customer's site, their supplier's site or their own customer's site.
- **Money & Assault:** Cover for loss of money, including cash and cross cheques including an assault on an employee during a theft of or attempted theft of the customer's money.
- **Employer's Liability:** Cover for legal liability to pay compensatory damages, including fees and expenses, for injuries to employees during their employment.
- **Public Liability:** Cover for legal liability arising from accidental injury or damage to third-parties or third-party property.
- **Products Liability:** Cover for liability arising out of accidental injury or damage caused by products supplied by the business.
- **Legal Expenses:** Cover for the costs of legal action or advice for a range of situations such as employment disputes, criminal prosecutions, contract disputes and tenancy disputes.



- **Contractors' All Risks:** Cover for accidental loss or damage to contract works at contract sites including constructional plant, tools and equipment.
- **Goods in Transit:** Cover for accidental loss or damage to goods or merchandise related to the business whilst in transit within the UK, Channel Islands or Isle of Man.
- **Fidelity Guarantee:** Cover for loss of money or goods due to theft by an employee or employees.
- **Terrorism:** Cover for accidental loss or damage to property insured at the premises and loss of profit or increased costs of working following an act of terrorism.

Specifically, customers will benefit from the following:

- Modular sections of the policy to meet their specific needs.
- Access to an online risk management portal called Pen Risk Solutions.
- 24/7/365 environmental helpline.
- Legal advice, tax advice and counselling helplines.

Plus, where selected, cover is provided for:

- Pollution clean-up costs up to £100,000 for a sudden and unforeseen event.
- Business interruption extension up to £100,000 for failure of a public utility supply or denial of access to the customer's premises due to damage in the vicinity.

4. Who is this product not designed for?

This product is not targeted to:

- Any customer domiciled outside of the UK, Channel Islands or Isle of Man.
- Customers involved in the industries as listed below:
 - Asbestos product manufacturers or removers.
 - Mining.
 - Nuclear & oil and gas extraction.
 - Petro-chemical.
 - Primary and secondary education.
 - Prisons and detention centres.
 - Waste & recycling.
- Any customer with an annual turnover of more than £100,000,000.

5. How do we expect this product to be distributed?

This product should be sold with the active assistance and guidance of an insurance intermediary with whom Pen has an agency to select the appropriate level of cover. Pen recommends this product is not sold directly to customers without this assistance.

This product is suitable to be distributed via a variety of intermediated sales channels, such as face to face, telephone, email, or by postal application. Consideration should be given to the vulnerability of customers by the intermediary and provide any appropriate support they may need.



The product will not be distributed directly by Pen to customers.

6. What are the distributor value considerations?

We expect all distributors in the chain to consider the following when selling Pen's products:

- The impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, or premium finance charged at an elevated rate of APR.
- Additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.
- Distributors must ensure there is no duplication of cover as a result of any add-on products sold where appropriate cover is already provided by the policy.
- Distributors should consider the demands and needs and Consumer Duty requirements when dealing with customers.

7. Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by your product.

8. Product Approval Process

Pen has a product approval process in place to ensure that there is appropriate oversight of all products where Pen is either a co-manufacturer or a distributor. The process includes a risk assessment process where due consideration is given to the impact of the product on the target market and the value of the product.

A diagram of Pen's product approval process can be found on the Pen website [here](#).

9. Important Information

This target market statement should be used by all (co-)manufacturers and distributors of this product. (Co-)manufacturers and distributors should not create their own variation of this document. Where any party using this document has concerns about the accuracy or completeness of the information included, this should be raised to Pen urgently for discussion.

Valid From

05/11/2024



Next Review Date

On or before 05/11/2025

