



Product name: Personal lines property

Customer needs and objectives

Customers require insurance to protect their property and the liability risks as an owner/occupier of a property.

Product design

Following the latest product review and fair value assessment the product has been approved as providing the expected value to customers. The metrics and other insight reviewed suggest the product is understood and well utilised by customers. For information on the key benefits and any notable exclusions please see the relevant policy summary, or contact your local Hiscox underwriter.

Target market

This is a retail product designed for UK consumers who require higher levels of cover to protect the buildings and contents of their home, their personal belongings within and when taken away from the home, such as electrical equipment (including gadgets), art and jewellery. They also need protection for the liability risks that they face as individuals and as owners/occupiers of properties

Non-target market

This product is not designed to support consumers who have lower levels of personal wealth in property and possessions or those who live outside of the UK.

Recommended distribution strategy

This product may be sold on an advised or non-advised basis. It is suitable to be sold face-to-face, through telephony sales or via a quote-and-buy.



Fair value assessment

Date of last fair value assessment: March 2024

Expected date of next assessment: within 12 months of the above date

As a result of our fair value assessment, we have concluded our personal lines property product is providing the expected value to customers.

1. The product is compatible with the needs of the target market.
2. The distribution and remuneration strategy remains appropriate, we are not aware of any distribution and remuneration arrangements having a detrimental effect on the overall value of the product.
3. The quality of the service provides the expected value.

When completing our fair value assessments, we consider all information that is available and relevant including information provided by our distributors. We also continually monitor key metrics throughout the year to give us ongoing assurance that products are providing the value expected. Where information is outside of our tolerance levels, we may review the product outside of the scheduled timeline.

Assessment	Indicators and measures	Assessment
Product overview	<ul style="list-style-type: none"> • Product summary. • Target market. • Vulnerable customers. • Competitor analysis/external benchmarking. • Product research. 	<p>The range of metrics we review show utilisation of the cover purchased and suggest good customer understanding and awareness of the product.</p> <p>The customer testing completed does not suggest any areas of concern.</p>
Product design/performance	<ul style="list-style-type: none"> • Average premium. • Persistency. • Claims analysis. • Tenure. • Price walking. 	
Remuneration and distribution arrangements	<ul style="list-style-type: none"> • Distribution chain. • Distribution strategy. • Commission, fees and any other remuneration arrangements. • Add-ons. • Premium finance. 	
Service	<ul style="list-style-type: none"> • Key indicators. • Complaints analysis + RCA. • Training. 	