



Product name: **Cyber**

Target Market statements and Fair Value Assessment

This document has been designed to support distributors in understanding the target markets for our products. Distributors should consider this information when deciding whether the product is suitable for their clients. It is important to be aware that underwriting and risk acceptance criteria will be applied during the quote process, this may result in some customers within the target market not being eligible for a quote.

Important product information

Full information on product features and significant exclusions can be found in the Policy Summary and Policy Wording documents which should be read in conjunction with the Policy or Quote Schedule.

Customer needs and objectives

Customers require cover to not only provide financial recompense in the event of a data breach or cyber attack, but also to access a range of appropriate experts (in-house and vendors) to manage the whole incident for them from the very beginning, allowing them to recover and concentrate on running the business.

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.

Eligibility

- Policyholder should be SME or mid-market business, or non-profit organisations based in the United Kingdom.
- Policyholder should not have had insurance previously refused, declined or cancelled.

Target market

- Our Cyber insurance product is designed for commercial businesses who have an exposure to cyber related financial losses.
- Example customers could be Architects, Surveyor and Estate Agents.

Non-target market

- This product is not designed to support customers who are not running a commercial enterprise with cyber-related systems.
- It is not designed for, Airlines or Bookmakers or those who are not based in 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 website.

Fair value assessment

Date of last fair value assessment: March 2025

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

As a result of our fair value assessment, we have concluded our cyber 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>We have completed a review of the Product metrics including loss ratio, claims frequency and declinatures and can confirm there are no value concerns.</p> <p>An assessment of the remuneration and distribution arrangements has been carried out and there have been no value concerns highlighted.</p> <p>The service key indicators are continually assessed.</p> <p>The various metrics reviewed demonstrate customers are utilising the covers purchased as expected. The analysis of these metrics also demonstrate that the level of customer understanding as expected.</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. 	