

# PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	AXA
Product name	Midas AXA Premier
Class of Business	Motor Insurance
Date	24/07/2023
Our Status	Manufacturer

## Product information

A Private car product for offering Comprehensive cover in Northern Ireland.

The scheme is set to decline for the following profiles:

- \* More than 4 named drivers on policy;
- \* Drivers aged younger than 20 years and older than 80 years old at New Business;
- \* Vehicles grouped as 50;
- \* Vehicles with a value exceeding £80,000;
- \* Vehicles older than 20 years old;
- \* Insurance previously cancelled;
- \* Criminal convictions;
- \* A Use other than Social Domestic & Pleasure Only, Commuting or Class 1 (Personal Business Use);
- \* Registered Keeper other than Proposer/Spouse/Civil Partner
- \* Imported Vehicles
- \* Drivers currently disqualified from driving;
- \* 3 or more fault claims per policy;
- \* Protected Bonus where 2 fault claims have occurred within the last 3 years;
- \* Mileage exceeding 30,000;

## Target market

The scheme is primarily designed for employed individuals in professional occupations, with insured and spouse/civil partner, who drive vehicles with lower vehicle groupings. Whilst wider age limits exist, the ideal risk is generally between 35-55 years of age.

## Are there any groups of customers for whom this product would be unsuitable or would not provide the intended level of value?

The product would be unsuitable for those driving very low value vehicle <£1,000 with regular vehicle changes and for risks requiring young drivers <20 year olds. Equally, someone with a propensity to drive higher performing vehicles would be better suited on a different product.

## Other information which may be relevant to distributors

This product has been subject to our Product Governance process and has been reviewed and signed off by our Product Governance Committee as representing fair value to customers. Various MI metrics were used in this process including:

- \* Cancellation data
- \* Claims and complaints volumes
- \* Declinature rates
- \* Loss ratios
- \* Wordings review
- \* Root cause analysis

Date Fair Value Assessment completed	26/07/2023
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All intermediaries who distribute our products are reminded of their regulatory responsibilities to assess fair value to customers where separate fees are charged and/or premium finance is arranged. This also applies where an add-on product (not manufactured by us) is sold alongside the core product. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value. We may from time to time request additional management information from our distributors to support the fair value assessment process.