

PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	AXA
Product name	Primelet Essentials
Class of Business	Property Owners
Date	19/11/2021
Our Status	Manufacturer

Product information

This product is one of the suite of "PrimeLet" products, designed to provide mid-range Landlord coverage but with an inner cover limit of £5,000 for Malicious Damage by Tenant & excludes theft by Tenant, this product was developed to meet demand for the price sensitive landlord.

Distribution of this product is currently restricted to Brokers on the Acturis Platform

Target market

This product offers cover for;

- All tenant types, including benefit assisted, housing association, students, asylum seekers
- Unoccupied – pending let
- Individual and family lets, shared accommodation, multiple occupancy
- HMOs and bedsits (subject to criteria)
- Single risks or multi-property portfolios
- Non-standard constructions
- Properties undergoing renovation, where intention is to let
- Blocks of flats (up to 10)
- Listed properties
- Malicious damage by tenant up to £5,000 as standard

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

- Bedsits (more than 10 bedsits)
- Where a tenant is carrying out a business use (other than childminding)
- Metal wall construction
- Thatch roof
- Convictions (unspent convictions)
- Standard family accommodation/owner occupied

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
- Breaches of Lloyd's/FCA benchmarks and tolerances
- Root cause analysis

Claims are outsourced to our trusted partner Davies Group

Date Fair Value Assessment completed	19/11/2021
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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.