

Fair Value Assessment Outcome

PRODUCT	Contents Plus
INSURER	AXA Insurance UK Plc
DATE OF ASSESSMENT	September 2024

Product Intended Value Statement

The intended product value of Contents Plus Insurance is to reduce and manage the risks associated with household owners of private homes who are looking to cover their personal contents. Our Fair Value Assessment and Product Review Process is designed to ensure it remains true for the foreseeable period in line with PROD 4 ruled.

We are satisfied that this product provides fair value when sold appropriately to the target market.

This statement should be read in conjunction with our Target Market Statement which shows the needs, characteristics and objectives of the target market and the benefits the product is intended to provide.

	Assessment Data/Approach	Outcome & Key actions
PRODUCT METRICS AND COVER	We undertake an in-depth analysis of key data including the following: - Gross written premium and policy count - New business and retention rates - Claims repudiations and ex- gratia payments - Customer tenure - Loss ratio and claims frequency - Complaints data We have assessed the product with the target market in mind, including any vulnerability considerations.	Having undertaken a qualitative and quantitative review of the product using all available information, we can confirm it provides ongoing fair value for the intended target market.

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SERVICE	We have reviewed the services we provide to customers alongside this product including: ○ Underwriting and Claims ○ Complaints handling ○ Third Party services and helplines Metrics include (but are not limited to): ○ Operational service levels ○ Complaints handling times ○ Customer satisfaction	We have reviewed the quality of services provided to the customer and confirm it does provide ongoing fair value for the intended target market.
PRICING	We review the pricing model used to calculate the risk premium for the initial policy term and the rate change in subsequent years to ensure ongoing fair value. Metrics include (but are not limited to): ○ Rate strength ○ Commission ○ Expenses ○ Expected loss ratio	We have reviewed the pricing measures and confirm they do provide ongoing fair value for the intended target market.
DISTRIBUTION	We review how the intended distribution arrangements support, and will not adversely affect, the intended value of the product. We have issued a questionnaire to all distributors of this product to understand: ○ Fees and charges ○ Services provided ○ Products sold alongside ○ Other distributors in the chain ○ Cost of retail premium finance We have undertaken a review to ensure that all commission paid is within our Remuneration Framework. We review the product sales to ensure that it has been sold to the target market.	As manufacturers, we have taken all steps possible to secure information from distributors to allow us to assess the value. We have reviewed the information received so far and have found the arrangements support, and do not adversely affect, the value of the product. If there are any instances where we have a concern, we have contacted those distributors to discuss impact on value. We will continue to contact those distributors who are yet to respond to our questionnaire.

The assessment of this product was ratified by our internal sign off process in line with our Product Oversight and Governance policy.

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