

Product Governance and Fair Value Assessment

*This summary document has been created to fulfil our responsibilities under fair value regulations. This document **should not** be used as a sales or marketing tool. The client facing broker must act in the best interests of each customer individually when deciding whether to recommend a particular policy or not.*

PRODUCT NAME:	
PRODUCT TYPE	FORCES PLAN PREMIUM KIT & HOME Military Kit and Home Contents Insurance
CO-MANUFACTURERS	Plum Underwriting Ltd t/a Forces Plan Capacity Provider: AXA Insurance UK plc
MOST RECENT REVIEW	January 2023
TARGET MARKET	Niche Consumer Product providing Military Kit and Home Contents Insurance to members of HM Forces
OUTSIDE TARGET MARKET	Consumers with no connection to HM Forces
CHARACTERISTICS OF THE PRODUCT AIMED AT MEETING THE NEEDS OF THE TARGET MARKET	<p>Section Covers:</p> <ul style="list-style-type: none">• Personal Property including military kit• License to Occupy Liability• Public Liability <p>Add Ons:</p> <p>There are no optional extras available on this product.</p> <p>Key Exclusions:</p> <ul style="list-style-type: none">• Loss or damage of military kit caused during cleaning, dismantling or maintenance.• Damage caused by domestic pets or vermin• Items not in the care or control of the policy holder or an authorised person.• Loss or damage of documents <p>Key Limitations</p> <ul style="list-style-type: none">• License to Occupy Liability £20,000• Permanent issue kit 10,000• Service uniforms £10,000• Public Liability £2,000,000

DISTRIBUTION STRATEGY	<p>This product is sold direct to consumers who are serving in HM Forces worldwide including regulars and reserves in the British Army, Royal Navy, RAF, Royal Marines, Special Forces and attached MOD civilians. It is accessed via the website www.forcesplan.co.uk.</p>
COMMISSION	<p>We will agree a commission rate with each distributor. All distributors should be able to demonstrate that commission received bears a reasonable relationship to the actual costs of their contribution/level of involvement or benefit added by them to the distribution arrangement. We may ask you to justify your commission rate.</p>
OTHER REMUNERATION	<p>We will charge an Underwriting Fee on any new business or renewal policy taken up We review our fees annually to ensure that they remain appropriate.</p> <p>We may ask you provide details of remuneration you earn in connection with the sale of our policy. This includes any fees, premium finance earnings, earning from non-insurance products or add-ons sold alongside our policy.</p> <p>You must ensure that your arrangements are consistent with FCA rules on conflicts and incentives. You should review all remuneration arrangements at least annually and share the outcome of that review with us on request.</p>
FAIR VALUE REVIEW	<p>Our product governance process requires a full review of all products at least annually to determine if the product offers fair value to the end customer. These reviews consider the target market, distribution strategy, remuneration, marketing, product information, product performance, product design and feedback from distributors and customers.</p> <p>We also monitor conversion rates, renewal retention, cancellations, loss ratios, claims and complaints as part of this review process.</p> <p>We are satisfied that the product offers fair value to its intended Target Market subject to distributors</p> <ul style="list-style-type: none"> • not charging customers additional amounts over and above the gross premium plus underwriting fees quoted by us without first determining that they do not have a detrimental effect on the value of the product. • Ensuring that no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy
CUSTOMERS FOR WHOM THE PRODUCT IS NOT EXPECTED TO PROVIDE FAIR VALUE	<p>This product would not be expected to provide fair value to policyholders/risks that fall outside the Target Market.</p>

**RELEVANT
DOCUMENTS
AVAILABLE VIA OUR
WEBSITE**

IPID
Broker Summary
Policy Wording

We welcome any feedback from our distributors on the performance of our products. All feedback will be considered in our next product review.

If you believe that your staff would benefit from additional training on this product please let us know by contacting Alan Johnson (Managing Director), Cherish Insurance brokers Ltd. Tel 01895 871965 or email alan@cherishinsurance.co.uk