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Target Market Statement and Product Fair Value Assessment

The purpose of this document is to provide information on products manufactured by Howden UK Brokers Limited (“Howden”) and enable you to understand the value of the product.

This document includes detail on the:

- Main features and characteristics of the insurance product;
- Identified target market; and
- Suggested distribution strategy.

This document also outlines our approach to Product Oversight and Governance.

Product Oversight and Governance

Howden is committed to delivering products that provide fair value to the appropriate target market, meeting genuine demands and needs, ensuring good customer outcomes and mitigating customer harm. Howden’s Product Governance Policy sets out the approach to:

- a. The development and distribution of new products;
- b. The maintenance of existing products (including ongoing monitoring and formal review); and
- c. Replacing and withdrawing products from the market.

Our Product Oversight Group governs the approval of products at both launch and review. When considering new products for launch and when conducting regular product reviews, Howden will:

- Liaise appropriately with any co-manufacturers in accordance with the agreed split of manufacturing responsibilities;
- Identify target markets at an appropriate level, based on the nature and complexity of our products;
- Carefully consider any potential impacts of our products on vulnerable customers and their evolving needs;
- Review the Distribution strategy and any impact this may have on product value;
- Consider relevant MI to inform a view of fair value and customer outcomes;
- Detail any relevant risks to the product’s performance which threaten customer outcomes or fair value; and
- Ensure an appropriate level of market research and product testing is conducted before launch.

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Product name	Bluewave
Product description	Boat Insurance which protects vessels and equipment against loss or damage.
Target market	This product has been designed to meet the demands and needs of a leisure boat owner.
Who is the product not appropriate for?	The product would not be suitable for trawlers. However, Howden can offer commercial cover for fishing vessels (angling/potting and netting) as well as skippered charter.
What are the main features and characteristics of the product?	<p>The product provides cover for the following, up to the agreed specified limits:</p> <ul style="list-style-type: none"> • Loss or damage due to accidents and /or deliberate acts of others including but not limited to fire, explosion, collision, sinking, grounding, malicious acts, arson, vandalism, piracy, riots, civil commotion. • Theft or attempted theft. • Salvage, towage & assistance charges. • Sighting costs. • Faults and Gradual Deterioration. • Liability to Third Parties and Passengers. • Legal costs. • Accidental death or accidental injury.
Suggested distribution strategy	The product should be sold through a conventional broker model, namely an advised sale with focus on engagement with the client.
What should distributors do to ensure the product provides fair value to the end customer?	<p>Care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy.</p> <p>Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
Any other information which you feel is relevant to distributors of your product(s)	It is your responsibility to ensure that any remuneration you earn from the distribution of these products is consistent with your regulatory obligations including SYSC 19F.2 (IDD remuneration incentives).
Additional Product Literature	This document is to be read in conjunction with the appropriate policy wording, IPID and other supporting product literature.

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Fair Value Assessment	<p>The product has been subject to Howden's full product review process and signed off by our authorised approvers as representing fair value to our customers.</p> <p>The product will continue to provide fair value for a reasonably foreseeable period (including following renewal) and may continue to be marketed and distributed.</p> <p>Howden will continue to assess the fair value of our products at future product reviews.</p>
Date Fair Value Assessment completed	September 2024
Expected date of next assessment	September 2025