



# Geo Underwriting Services Limited

## Target Market Statement & Fair Value Assessment

Geo Underwriting Services Limited (GUSL) is a Managing General Agent (MGA) and predominantly a manufacturer or lead co-manufacturer of the products it distributes. GUSL acts at all times as agent of the Insurer in accordance with the terms of our delegated underwriting authority agreements.

GUSL has undertaken a Fair Value Assessment in accordance with the enhanced product governance requirements introduced by the FCA through their General Insurance Pricing Principles (GIPP) market study PS21/5.

This document is intended to provide a summary of the Fair Value Assessment outcome as well as pertinent information relating to the identified Target Market. It is intended for use by our distributors, not for customers.

<b>Product</b>	Navigator's & General Third Party Only
<b>Class of Business</b>	Marine Insurance
<b>Capacity</b>	Tokio Marine HCC
<b>Our Role</b>	Lead Co-Manufacturer
<b>Date of Fair Value Assessment</b>	November 2024

### Fair Value Assessment Outcome

As per our regulatory responsibilities under PROD 4.2, this product has been subject to our Product Governance Process and has been approved by our Product Governance Committee as offering Fair Value both now and in the foreseeable future.

In undertaking the Fair Value Assessment, a wide range of factors were considered including, but not limited to, the following;

- The complexity of the insurance product.
- The nature of the product including key benefits and any limitations
- The characteristics of the target market including policy stakeholders and consideration of customers with vulnerable characteristics.
- The type and quality of services provided to customers.
- The distribution channel including any remuneration information and the expected total price to be paid.
- Appropriate data including claims frequencies, claim acceptance rates, average claim pay outs, loss ratio, customer tenure, cancellation rates and complaints data.
- The likelihood of customers not receiving good outcomes / fair value
- any conflicts of interest and where they arise how they are mitigated

### Geo Underwriting

2 Minister Court, Mincing Lane, London, EC3R 7PD

Geo Underwriting Services Limited. Registered in England No. 4070987. Authorised and regulated by the Financial Conduct Authority. FCA Register Number 308400. Registered Address: 2 Minister Court, Mincing Lane, London, EC3R 7PD. Geo Underwriting Services Limited is a cover holder for certain leading Insurers.

## Product Features & Characteristics

The products within the Third-Party Marine product family are designed to provide individuals with financial protection in the event that they cause damage or injury to a third party, their vessel or other property whilst navigating or launching their own vessel.

It also covers the insured for their legal liabilities whilst they are in charge of a boat, not owned by the insured and not insured under another policy.

Benefits of the cover include:

- £3 Million Third Party Liability cover as standard.
- Pollution Cover.
- Removal of wreck.

The customer also has the option to add cover for water skiing/wakeboarding and personal accident cover.

## The Customer need which is met by this Product

The Third-Party Marine product is aimed to provide cover to boating enthusiasts looking to insure against third party incidents that arise during private pleasure use only.

## Target Market - Customer whom the Product has been designed for

This product is suitable for individuals:

- Who are looking for third party cover only.
- Who are a UK resident with their permanent residence being with the UK, Isle of Man, or Channel Islands.
- Who own/use a vessel that is no more than 60' in length or 75' in length in the case of narrowboats.
- Who own/use a vessel with a top speed not exceeding 45 knots.
- Who require use of their vessel for private pleasure use only.
- Who own/use vessels registered in the UK, Isle of Man, Jersey or Guernsey

## Customers for whom this product is unsuitable or would not provide the intended value

The product is not suitable for individuals:

- Who are looking to obtain cover for the variety of risks and damages related to owning and operating a boat beyond that of third party only.
- Who are not a resident of the UK.
- Who own/use a vessel that is more than 60' in length or 75' in length in the case of narrowboats.
- Who are looking to insure jet skis, personal watercrafts or jet bikes.
- Who are looking to insure vessels with a maximum design speed of over 45 knots.

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- Who require use of their vessel for racing, hire, charter, reward, or any other commercial activity.
- Who own/use vessels that are registered to anywhere outside UK, Isle of Man, Jersey or Guernsey.
- Who have any unspent criminal convictions or any pending prosecutions.
- Who have ever had insurance refused, cancelled, or offered with terms imposed.

## **Notable Exclusions or Circumstances where the Product will not respond.**

We recommend that all policy wordings are carefully checked by both the broker and the client to ensure the cover meets the client's requirements and to allow the client to make an informed decision on whether the product is suitable for them.

Copies of our Policy Wordings and Summaries/ IPID's are available upon request. Additionally, we are happy to provide additional training on the product if required

## **Distribution Strategy**

Our Distribution Strategy, approved by the Executive Committee & Board, is to wholesale products through third party insurance brokers & intermediaries. It is a core part of the MGA strategy to ensure our complex products are sold via regulated intermediaries who provide advised sales. The distribution chain can involve the use of sub delegated authority agreements, panel arrangements, aggregators and any other channels provided these are contractually authorised by capacity and risk assessed as part of our product approval process.

Risk based due diligence is completed on all third parties in line with our Agents and Third-Party agency process. All intermediaries who transact business with us must meet a minimum level of due diligence and financial checks to maintain an ongoing terms of business agreement (TOBA).

Those who distribute products on our behalf must act in accordance with the customer's demands and needs to ensure the product is distributed to the intended target market.

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.

If a distributor identifies a product is not providing fair value as a result of the distributor's own arrangements, including remuneration, the distributor is obliged to notify Geo immediately. Geo will then assess the circumstances and take action as appropriate

Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.

We will from time to time request additional management information from our distributors to support the fair value assessment process. This may include;

- The type and amount of remuneration of each member in the distribution arrangement in relation to the core insurance product including commissions, fees and premium finance charges paid by customers and details of any additional products sold alongside it.
  - An explanation of the services provided by each member of the distribution arrangement.
  - Confirmation from distributors that remuneration is consistent with their regulatory obligations.
- Where information is not provided by a distributor, within a reasonable period of time, Geo Underwriting Services Limited reserves its rights to notify Insurers and/ or the FCA.

## Product Approval Process

Product oversight and governance controls are in place for the design, approval, distribution, and ongoing management of products throughout their lifecycle. Our approach to manufacturing, co-manufacturing, and distributing insurance products is underpinned by a set of internal frameworks and controls to ensure we are;

- Providing customers with products and services that deliver fair value and are in their best interests both now, and in the reasonably foreseeable future.
- Adhering to regulatory and legislative requirements
- Delivering commercially viable, competitive, and sustainable products.

We maintain and operate an approval process for all of our insurance products, which is proportionate and appropriate to the nature of the insurance product, its complexities, value and associated conduct risk. Significant alterations to our existing products are also subject to the approval process.

## Product Feedback

We strongly encourage feedback from distributors on our products, services and distribution methods to help ensure they continue to deliver value now and for the foreseeable future. If you do have any feedback or concerns regarding this product and it's value please contact us via your usual GUSL representative.

### Date of Next Assessment

November 2025