

## Target Market Statement

This document was prepared by ERGO UK Specialty Limited ('ERGO') in accordance with regulatory responsibilities under PROD 4.2 as the manufacturer of this product.

The purpose of this Target Market Statement is to provide clear information about who ERGO's products are designed for, who they are not intended to support and how ERGO expects the product should be distributed.

Carrier name	Great Lakes Insurance UK Ltd
Product name	Commercial Combined
Date of most recent Target Market Statement	September 2024
Product Review and Target Market Assessment frequency <sup>1</sup>	Every 12 months

### Product summary

This is a commercial insurance product designed for customers who wish to insure their business against physical and consequential losses.

### Who is the target market of this product?

This product is designed for commercial customers who:

- Own a commercial business situated in the United Kingdom (England, Scotland, Wales, Northern Ireland), the Isle of Man or the Channel Islands and are looking to insure that business against property or casualty related losses. Typically these businesses will be small to medium sized companies;
- Who have no unspent (non-motoring) criminal convictions, or prosecutions pending.

### Are there any specific characteristics, including customer vulnerability, that you should be aware of?

This product is designed for advised commercial customers; therefore this product is not sold to consumers and/or vulnerable customers.

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<sup>1</sup> In line with PROD 4.2.34R and PROD 4.2.34B R, ERGO will undertake a review every 12 months or more frequently where the potential risk associated with the product makes it appropriate to do so. ERGO will apply a risk-based approach to product governance and continuously review products to ensure ongoing fair value for customers in the target market.

### **Who is the product not designed to support?**

This product is not designed for customers:

- Who have unspent criminal convictions;
- Whose business premises has flooded or is at high risk of flooding;
- Who are seeking insurance for a business situated outside the United Kingdom, the Isle of Man or the Channel Islands;
- Who are seeking to purchase a personal lines product such as household insurance;
- Who are subject to any economic, financial or trade sanctions.

### **What are the key value elements of the product that are important for the target market?**

The key value elements of cover are noted below:

- Loss or damage caused by fire, theft, vandalism, storm and flood to their property
- Business Interruption following an insured event.

### **What customer need is met by this product?**

Clients owning, occupying and operating their business from commercial premises will want to protect their property assets from damage and protect themselves from any liability arising from such ownership and operations.

Cover for buildings owned by the property owner or for which they are legally responsible against a wide range of insurable events.

Cover for machinery & plant fixtures and fittings, equipment and stock against a wide range of insurable events.

Terrorism: Damage to Property and other losses and costs, resulting from an Act of Terrorism (optional).

### **Does this product include optional covers?**

Customers are able to select the elements of cover that are suitable for their business. Terrorism cover may be included.

### **Can this product be sold without advice?**

This product must be sold with advice from an insurance intermediary.

### **How should this product be distributed?**

The product will be distributed via selected coverholders, who will be accessed by selected wholesale and retail insurance brokers, acting for target market customers who are eligible for the cover in accordance with our new business / renewal acceptance criteria.

The distribution strategy is considered appropriate for the target market, with customers able to purchase the product through a distributor of their choice.

**Other information which may be relevant to distributors**

This document should be read in conjunction with the policy wording and IPID or summary document.