



Target Market Statement: AXA XL

The purpose of this document is to explain the identified target market and the expected distribution strategy for each insurance product manufactured by AXA XL. Specifically, it provides information on a product category level about the main features and optional covers associated with each product and clarifies who our products are designed for and who they are not appropriate for. This Target Market Statement also explains the way our products should be distributed and provides information around the complexity of our products and how to ensure that a product provides fair value to our customers as intended.

Product Name: JCT

Product Type:	Commercial Lines general insurance product suitable for small and medium sized businesses.
Who is the product designed for?	Small & Medium Construction companies undertaking contracts up to £25m value.
Who is the product not appropriate for?	Construction companies undertaking contracts over £25m in value and / or outside the UK.
What customer need is met by this product?	This cover is purchased by Contractors on behalf of employers to provide protection against the employer’s liability for loss, claims or proceedings that arise due to non-negligent damage to property caused whilst undertaking a building contract.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	Companies under financial strain.
What are the key value elements/ characteristics of the product that are important for the target market (including notable exclusions)?	JCT policies are fixed term policies which cover building period and maintenance/defects period. Exclusions

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AXA XL Insurance Company UK Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.



	<p>Some of the more significant exclusions include injury or damage to property</p> <ul style="list-style-type: none"> • Arising from the negligence of the contractor or any sub-contractor (public liability cover) • Arising from errors or omissions in the designing of the works (Professional indemnity cover) • Which is reasonably seen to be inevitable • Forming (part of) the contract works • Where cover is provided by any other insurance which is the responsibility of the employer to insure under JCT Clause 22.C.1 or equivalent • Arising from nuclear or war risks • Arising from gradual pollution • Any penalties or sums payable due to breach of contract •
<p>Does the product include optional covers?</p>	<p>No.</p>
<p>How should this product be distributed?</p>	<p>This product is distributed via one broker who are specialist in the construction sector.</p>
<p>What should distributors do to ensure the product provides fair value to the end customer?</p>	<p>To ensure the customer receives fair value for this product, 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. Commission, fees, or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
<p>How can the product be sold? Can it be sold without advice?</p>	<p>We would suggest that this product can be sold face to face or via telephone. This product can be sold with or without advice depending on your preference and in line with FCA regulations.</p>
<p>How is value assessed?</p>	<p>AXA XL has established a product governance process to oversee the design, approval, and review of all our products in line with the requirements of the FCA's Product Intervention and Product Governance Sourcebook ('PROD').</p> <p>New product developments and changes to existing products are taken through a formal product approval process which is designed to:</p> <ul style="list-style-type: none"> • Identify the target market and its needs. • Review policy wording and customer facing documentation to ensure it is clear, fair, and not misleading.



	<ul style="list-style-type: none">• consider the needs of any vulnerable customers; and• monitor post-sales performance.• Once a new or amended product is introduced to the market, AXA XL will annually review the product on a fair value assessment basis, using key performance metrics to see if any remedial actions are required and to make sure it remains suitable for customers in the identified target market. <p>If, as a distributor of AXA XL products, you consider one of our products may be failing to meet customers' needs or is potentially unclear you can help us by providing feedback through your usual point of contact at AXA XL.</p>
Additional Product Literature:	This document is to be read in conjunction with the appropriate policy wording.