For distributor use only. Not approved for use with customers.

# Aviva Commercial Combined Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Commercial Combined Insurance product. It is intended to help distributors understand the target market for this product, at new business and at point of renewal. In addition, distributors should consider whether any changes in circumstances may result in some features of the product no longer being suitable (for example distribution channel, features/covers, communication method and payment method).

Aviva Insurance Limited will overlay some eligibility and risk acceptance criteria which will be applied and shown through the quote process. This will result in some customers for whom the product is suitable not being eligible due to our current risk appetite.

Aviva Insurance Limited is the Product Manufacturer for this product and may source elements of cover from third parties. Full details are contained within the policy documentation.

## Eligibility Criteria?

- Businesses run from one or more commercial premises in the United Kingdom with a total turnover as below:
  - UK domiciled businesses.
  - Turnover up to £250m.
  - Subject to trade, wide range of cover options including Speciality Lines and Cyber*.

*Limits very dependent upon specific trade.

## Who is Aviva Commercial Combined suitable for?

- Aviva's Commercial Combined Insurance product is a Commercial Lines General Insurance product suitable and designed for customers who run a business from one or more commercial premises in the United Kingdom and/or other parts of the world.
- Commercial Combined is a modular commercial insurance product covering the majority of business customers within the United Kingdom business trading environment. There are no mandatory sections, with every cover being optional, which allows the customer to build a commercial insurance solution specifically for their business. Covers available includes; Property, Business Interruption, Liabilities, Legal Expenses, Professional Indemnity, Accident & Health, Management Liability, Crime, Cyber, and Engineering.

## Who is this product not suitable for?

- Customers who are not involved in running a commercial business.
- This product is not suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.
- Customers that require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

## How can Aviva Commercial Combined be sold?

- Aviva's Commercial Combined product is suitable to 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.

## What features should you be aware of when considering this product?

- Our commercial combined wordings offers a choice of warranty free cover for property damage, business interruption, contract works, employers' liability and public & products liability.
- We can provide customers with a range of added-value services, such as a legal and tax helpline included at no extra cost, counselling services and access to business-specific consultancy, industry seminars, forums and thought leadership.
- We can also provide support on consultancy, loss prevention solutions and tech no logy, to help your clients manage and mitigate their risks and support innovation in their business.
- We recognise that some individuals have additional support needs, such as alternative formatted documents, when purchasing or understanding our products. Aviva Insurance Limited is committed to helping meet these needs. If additional support is required, please contact us to discuss how we can assist the customer.
- Customers have the flexibility to choose how to pay their premiums: monthly or annually, as best meets their needs.

## Optional additional covers/Extensions which are available with this product:

| Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits | | | |
|---|---|---|---|
| **Product cover option** | **This product is designed to provide financial protection if** | **Who could this option be suitable for** | **Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?** |
| **Frozen Foods** | • Damage has occurred by deterioration or contamination to food belonging to You or for which You are responsible, while contained in any refrigeration unit at the your premises as a result of either a change in the temperature, or Accidental leakage of refrigerant or refrigerant fumes from the unit. | • Customers who want wider cover for food for which they are responsible for. | • Damage caused by failure to correctly set temperature controls, wear and tear, deterioration or gradually developing flaws or defects in the unit.<br>• Any unit which is more than 10 years old.<br>• 10% of each and every loss (minimum £25) where damage involves refrigeration units over 5 years old. |
| **Computer Breakdown** | • Breakdown of computer equipment has occurred. This cover option provides cover for; increased cost of working, reinstating lost data, accidental Discharge of Gas Systems, costs to investigate repairs to damaged equipment, loss Avoidance Measures & waste Electrical and Electronic Equipment Disposal Costs. | • Customers who require wider cover for the breakdown of computer equipment. | • Damage caused by virus, hacking or denial of service attack.<br>• Damage caused by wilful acts or neglect.<br>• Damage which is covered by a guarantee or maintenance agreement.<br>• The first part of any claim (the excess). |

## Optional additional covers/Extensions which are available with this product continued:

| Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits | | | |
|---|---|---|---|
| **Product cover option** | **This product is designed to provide financial protection if** | **Who could this option be suitable for** | **Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?** |
| **Goods in Transit** | • A loss arises for goods or stock whilst in transit, over land or sea, anywhere in Great Britain, Northern Ireland, the Republic of Ireland, the Channel Islands and the Isle of Man. | • Customers who require cover for goods or stock in transit. | • Losses caused by defective or inadequate packing, insulation and labelling.<br>• Theft or attempted theft, from an unattended vehicle unless certain guidelines regarding security are followed.<br>• The first part of any claim (the excess). |
| **Machinery Damage** | • Damage caused by breakdown, collapse, explosion or operator error to plant and machinery at the premises, requiring repair replacement has occurred. | • Customers who require cover for breakdown of plant and/or machinery. | • Contingencies already covered by the Property Damage section.<br>• Gradual deterioration, wear & tear, gradually developing defects.<br>• Damage caused by virus, hacking or denial of service attack.<br>• The first part of any claim (the excess). |
| **Machinery Business interruption** | • There is interruption to the business caused by Breakdown, Explosion, Collapse or Operator error which are required to be repaired or replaced before normal working can resume. | • Customers who want the financial protection for potential business interruptions caused by Breakdown, Explosion, Collapse or Operator error which are required to be repaired or replaced before normal working can resume. | • Any loss excluded under the Machinery Damage section. |
| **Personal Accident** | • Accidental bodily injury has occurred to partners, principles, proprietors and/or employees up to the age of 85. | • Customers requiring cover on an unnamed person basis and for accidental bodily injury for 24 hours. | • Sickness, disease or any gradually operating cause.<br>• Suicide, attempted suicide or intention ally inflicting self injury.<br>• The insured person's own criminal act.<br>• The maximum amount payable in respect of all insured persons in the respect of the same incident will not exceed £1,000,000.<br>• Benefits for those over 80 is limited to 10% of the sum insured or £50,000, whichever is the lesser. |

## Optional additional covers/Extensions which are available with this product continued:

| Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits | | | |
|---|---|---|---|
| **Product cover option** | **This product is designed to provide financial protection if** | **Who could this option be suitable for** | **Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?** |
| **Employee Dishonesty** | • Employee theft or fraud of money and/or other property has occurred by an employee. | • Customers who require cover for employee theft or fraud. | • Consequential losses.<br>• Loss of confidential information or trade secrets.<br>• Losses that occur after the discovery that an employee is dishonest.<br>• Employees based outside of the geographical limits.<br>• Malicious damage.<br>• Losses involving a principle of the business.<br>• The first part of any claim (the excess). |

Risks situated within the UK and other countries excluding the EEA are underwritten by Aviva Insurance Limited. Registered in Scotland, No. SC002116. Registered Office: Pitheavlis, Perth PH2 0NH. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Firm Reference Number 202153.

Risks situated within the EEA are underwritten by Aviva Insurance Ireland Designated Activity Company. Aviva Insurance Ireland Designated Activity Company, trading as Aviva, is regulated by the Central Bank of Ireland. Firm Reference Number C171485. A private company limited by shares. Registered in Ireland, No. 605769. Registered Office: Cherrywood Business Park, Dublin, Ireland, D18 W2P5. Registered UK Branch Address: 80 Fenchurch Street, London EC3M 4AE. UK Branch authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority (Firm Reference Number 827591) and limited regulation by the Prudential Regulation Authority.
Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request.

BCOAG16942 10.2026