

Aviva Group Personal Accident

Target Market Statement



This document has been prepared by Aviva UK General Insurance to provide an overview of our Commercial Lines Group Personal Accident 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 which 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?

- Is available where the annual wage roll does not exceed £2,500,000.
- Minimum of two or more directors and or employees.
- Maximum policy age limit is 85.

This product does not provide cover to individual directors or employees.

Who is the Aviva Group Personal Accident insurance product suitable for?

- Group Personal Accident insurance provides a tax-free lump sum or an ongoing weekly payment to help business owners mitigate the financial consequences of an accident or injury.
- The customer can decide who in the business is to be insured, when the cover operates and the sum insured.
- Applies to UK based directors and employees of UK domiciled companies.

Who is this product not suitable for?

- 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 who require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Group Personal Accident insurance be sold?

- Aviva's Group Personal Accident product is suitable to be sold face to face, via telephone or digitally.
- 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?

- The benefits under this policy are payable to the policyholder who can decide to retain as a means to minimising the disruption to their business or pass to an employee as a benefit package.
- Cover can be arranged on an occupational only basis (i.e. for injuries sustained at work) or on a 24-hour basis (for injuries at work and outside of work).
- Interim payments are issued based on medical evidence and certification while a claim is being processed.
- Support for physiotherapy, wellbeing and workplace assessments is available when an injured person is ready to return to work. Rehabilitation needs and medical reports will be dealt with on a claim-by-claim basis.
- Offering free employee support in relation to wellbeing outside of the policy coverage. This includes mental health guidance/tools by expert clinicians, mental health training for leaders, cancer care support, gym discounts and counselling services
- Group Personal Accident is available to purchase individually or combined with our Business Travel product.

- 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.
- Whilst there is a degree of complexity driven by the need to select appropriate optional additional covers and tailor configurable elements of insurance, each element, limit or choice is sufficiently simple for customers to understand without advice as the

underwriting method frees customers to engage with their cover selection. This alongside the annual renewal process, enables familiarity in order to support their decision making.

- Customers who pay their premiums monthly are more than likely to pay a higher premium than those who pay their premium annually, therefore consideration needs to be given regarding affordability.

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?
Sickness cover	This product is designed to provide financial protection for sickness causing employees to suffer temporary total disablement, loss of sight or permanent total disablement by paralysis.	Customers who want to benefit from financial protection in the event of sickness causing their employees to suffer loss of sight, partial total disablement and/or permanent total disablement by paralysis.	<ul style="list-style-type: none"> • Customers who do not require financial protection for employee sickness • To be eligible for this product, a minimum of 10 employees must be covered. • This is not available on our E-traded product
Premium Finance	This product is designed to allow customers to finance their premiums using a loan. It offers customers the option of spreading their annual payment across the term. The customer will need to pay an interest rate on the loan during this period.	Customers who want to manage their finances on a monthly basis or do not have the finances to pay the insurance premium upfront.	<ul style="list-style-type: none"> • Customers who do not want to pay any interest on their premium. • Customers who want to pay their insurance premium annually.

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