Fair Value Assessment Outcome

This document has been produced by Aviva Insurance Limited in accordance with our regulatory responsibilities as a Product Manufacturer of UK General Insurance products. It is intended for use by our Distributors and not for customers or operational staff.

For more information please speak to your usual Aviva representative.



Product Value - Information Exchange Template[1]

Carrier name	Aviva Insurance Limited
Broker name	As set out in the TOBA with Aviva Insurance Limited
Product name	Latent Defects
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Latent Defects (Specialty Lines)
Date	06/12/2025

Carrier Information
The fields below should be completed by the carrier. The information provided should be sufficient for distributors in the chain to understand the value of the product, the intended target market and those to whom the product should not be marketed. Other information should be included (if relevant) to advise distributors of how their known or expected actions might affect the value of the product.
Product information
Aviva's Product Approval Process can be found here. Further information for our distributors about Aviva's Product Oversight and Governance (POG) arrangements can be found here. In accordance with the Financial Conduct Authority (FCA) regulation such as Product Intervention and Product Governance Sourcebook PROD4 and Consumer Duty rules a product review and fair value assessment has been completed for the Latent Defects product. The product has been subject to Aviva's full product review process and signed off by our authorised approvers as representing fair value to customers and may continue to be marketed and distributed. The Latent Defects product is well established with the needs of the customer well understood. The assessment of fair value included review of the following management information as well as other insight: - Average Premium - Latest Policies in Force - Total Gross Written Premium - Average Commission - Highest Commission - Total Claims Registered - Claims Ratio - Claims Acceptance Rate - Claims Frequency - Average Overall Claims Lifecycle - Average Customer Settlement Lifecycle - Total Claims Pay-out - Average Claims Pay-out

[1] This document is based on the Product Value – Information Exchange Template, version 8 November 2021 (LMA9197), developed by the following trade associations for use by all market participants to meet the requirements of the Financial Conduct Authority's product governance rules relating to information exchange: the British Insurance Brokers' Association (BIBA), the London and International Insurance Brokers' Association (LIIBA), the Lloyd's Market Association (LMA), the International Underwriting Association (IUA), the Managing General Agent's Association (MGAA) and the Association of British Insurers (ABI).

- Regulated Complaints by Outcome
- Number of Claims Complaints
- % of Claims Complaints
- Regulated Complaints Upheld and Rejected
- Total Claims Dissatisfaction (as a % of Claims Made)
- Regulated Claims Complaints (as a % of Claims Made)
- Total Sales or Service Dissatisfaction per 1,000 PIF
- Number of Regulated Sales or Service Complaints per 1,000 PIF
- Volume of Regulated Complaints Referred to FOS
- % of Regulated Complaints Upheld by FOS
- % of policies cancelled outside of cooling off period (Mid Term Cancellation)

Following the review, we have concluded that the performance of the management information is within agreed tolerance levels. Additionally, no material issues or actions have been raised through the review process.

Target market

Aviva have developed 'Target Market Statements' to provide you with information about the intended target market, who our products are designed for, who they are not intended to support and how we expect the product can be offered to customers.

You can find our Target Market Statements on our Aviva Broker site, they are held here for your reference, kept up to date when the product is changed and reviewed on an annual basis. For commercial lines they can be found here, for personal lines they can be found here.

Please inform us where you identify you have consistently distributed our product to customers outside of the intended target market.

Types of customer for whom the product would be unsuitable

As above, this information is provided in Aviva's separate Target Market Statement information.

Any notable exclusions or circumstances where the product will not respond

As above, this information is provided in Aviva's separate Target Market Statement information and supporting policy summaries.

Other information which may be relevant to distributors

Please note we do not require Distributors to provide additional information on remuneration or services provided. Aviva will contact brokers separately if data is required that we do not hold.

The product adheres to the UK General Insurance Policy for the Fair Treatment of Customers in Vulnerable Circumstances and within our review we have considered needs, characteristics and objectives of customers which includes characteristics of vulnerability.

The following is excluded from the review and as a Distributor you must consider:

- any additional fees that you charge a customer/client and the effect on the value of the product.
- any ancillary products sold alongside the product which may affect the product's value or duplicate cover provided with our product.

Please contact your usual Aviva representative as a matter of urgency if you have any areas of concern within your review around particular cohorts of customers (e.g. customers with characteristics of vulnerability).

Please contact your usual Aviva representative if you have any queries or concerns about the Aviva underwritten product.

Date Fair Value assessment completed	09/12/2025
Expected date of next assessment	09/12/2026

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.

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