

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 Template¹

Carrier name	Aviva Insurance Limited
Broker name	As set out in the TOBA with Aviva Insurance Limited
Product name	Bonds
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Bonds (Speciality Lines)
Date	30/06/2024

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 FCA PROD Product Intervention and Product Governance Sourcebook PROD 4 Product governance rules a product review and fair value assessment has been completed for our Bonds portfolio.

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. Bonds offer financial protection to support contractual obligations owed by our customers. Customers are offered bespoke contract based on the guarantee presented to Aviva by the customer.

Our Bonds guarantees in place with customers are working as intended. Our rating factors and calculations for technical prices are fair and appropriately represent the risk being undertaken by Aviva. There are also no concerns with the distribution strategy which currently works as intended for customers and allows an element of tailoring to ensure the guarantee is suitable for our customer's needs.

The assessment of fair value included review of the following management information as well as other insight:

- Claims Acceptance Rate
- Claims Frequency
- Volume of Regulated Complaints Received
- Average Regulated Complaints Lifecycle
- Average Claims Pay-out
- Total Claims Cost
- Average Overall Claims Lifecycle

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).

- Average Customer Settlement Lifecycle
- Claim Frequency by Peril
- Regulated Claims Complaints (as a % of claims made)
- Total Claims Dissatisfaction (as a % of claims made)
- Total Sales or Service Dissatisfaction per 1000 Policies in Force (PIF)
- Total Number of Regulated Complaints Attributed to Issues with Sales or Service Processes per 1,000 PIF
- Average Premium
- Cancellation Rate
- Claims Ratio
- Expenses Ratio
- Commission Ratio
- COR (Combined Operating Ratio)

Following the review, we have concluded that the performance of the customer-based metrics are within agreed tolerance levels or are accepted due to the line of business. 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.

This assessment of fair value has also included a review of other key providers metrics published within the FCA Value Measures

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	01/07/2024
Expected date of next assessment	01/07/2025