Aviva Insurance Limited
Fair Value Assessment for Bonds

Carrier name	Aviva Insurance Limited
Broker name	As set out in the TOBA with Aviva Insurance Limited
Manufacturer	Aviva Insurance Limited
Product name	Bonds
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Bonds (Specialty Lines)
Date	30/06/2026

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.

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.

Our products are governed in accordance with the FCA PROD 4 rules and Consumer Duty, and we review our products to assess their value and customer outcomes as a minimum on an annual basis.

The Fair Value Assessment Outcome table below shows the date and result of the product review, which has been approved by authorised approvers. In conjunction with the referenced documents, this information provides a comprehensive view of the product's value, its intended target market, and those for whom it is not suitable. The product has undergone Aviva's full review process and has been confirmed as offering fair value to customers. It is therefore approved for continued marketing and distribution.

Firms must evaluate fair value for both the initial term and renewals of non-investment insurance products over a reasonably foreseeable period. The definition of a "reasonably foreseeable period" depends on the product type, policy term, underlying risk, and how long customers in the target market are expected to keep the product. UK General Insurance monitors the external regulatory and commercial environment to ensure the products can continue to offer fair value to customers for the foreseeable period of time. If any factors are assessed as having a potential or actual impact on the value, this should trigger a deep dive, a fair value assessment or a product review to be undertaken. The conduct metrics we use in assessing value are prospective, projecting a view of future value to customers for each policy term.

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 a product review and fair value assessment has been completed for the Bonds product.

Fair Value Assessment Outcome

Product Reviewed	Date of Review	Date of next review	Outcome
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 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. Aviva's Bonds guarantees in place with customers are working as intended. The 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 customer needs.	30/06/2026	30/06/2027	Aviva's review of this product against these measures has evidenced that the product is meeting the needs of the target market (for the period reviewed), providing fair value for a foreseeable period and is providing good outcomes for our customers.

Review Subject	**Key Indicators**
Product Information	The assessment of fair value included a review of the following management information as well as other insight: – Claims Acceptance Rate – Claims Frequency – Average Claims Pay-out – Total number of regulated complaints attributed to issues with sales or service processes per 1,000 PIF, where Aviva manages complaints – Regulated claims complaints as a % of claims made – % of policies cancelled outside of cooling off period (Mid Term Cancellation) – Average Premium – Claims Ratio – Commission Ratio
Target Market	Aviva has developed Target Market Statements to clearly define the intended customer profile for each product, including who the product is designed to support, who it is not suitable for, and the expected distribution approach. These statements are available on the Aviva Broker site, maintained for reference, updated following any product changes, and reviewed annually: • **Commercial Lines: here** • **Personal Lines: here** Please inform Aviva of any material issues, risks, or concerns arising in connection with the distribution of Aviva products, including any actual or potential breaches of the Consumer Duty or regulatory requirements.
Customer segments for which the product is not appropriate	Aviva's Target Market Statements outline the details of customers for whom the product is not suitable.
Any exclusions or circumstances in which the product does not provide cover or apply.	Information on exclusions and scenarios where the product does not provide cover is available in Aviva's Target Market Statements and supporting documents, such as policy summaries and Insurance Product Information Documents (IPIDs).

Review Subject	Key Indicators
Other information which may be relevant to distributors	Please note Distributors need to ensure that product governance and fair value assessments are conducted in line with obligations under PROD 4 for any Aviva-manufactured products that you distribute. Please refer to your Terms of Business Agreement for full details. The product complies with the UK General Insurance policy for treating customers in vulnerable circumstances. As part of our product reviews, we have considered the needs, characteristics, and objectives of customers, including those with characteristics of vulnerability. If your review identifies any concerns regarding specific customer groups (e.g., those with characteristics of vulnerability), please contact your Aviva representative immediately. For any queries or concerns about the Aviva-underwritten product, reach out to your usual Aviva contact. Additionally, inform us if you have consistently distributed one of our products to customers outside the intended target market.

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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