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

Aviva Construction Insurance Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Construction 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 that deal with all elements of on-site construction and property investment, including builders, contractors and civil engineers.
- Can be operated from one or more commercial premises in the United Kingdom with a total turnover:
  - Of up to £250m.
  - There are no mandatory sections, with every cover being optional, enabling the build of a commercial insurance solution which specifically meets the needs of each business (limits very dependent upon specific trade).

Who is Aviva Construction Insurance suitable for?

- Aviva's Construction Insurance product is a Commercial Lines General Insurance product suitable and designed for customers who run a business in connection with the Construction industry from one or more commercial premises in the United Kingdom.
- Construction is a modular commercial insurance product covering the majority of business customers within the United Kingdom Construction industry. 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, Contract works, Legal Expenses, Professional Indemnity, Accident & Health, Management Liability, Crime, Cyber, and Engineering.
- In limited circumstances cover can be provided for individual customers undertaking residential Self Build, Investment Build, Home Extension and Conversion and Renovation contracts where the insured intends to live in the property when the work is complete.

Who is this product not suitable for?

- Customers who are not involved in running a construction industry business.
- This product is not generally 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. In limited circumstances cover can be provided for individual customers undertaking residential Self Build, Investment Build, Home Extension and Conversion and Renovation contracts where the insured intends to live in the property when the work is complete.
- Customers that require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Construction Insurance be sold?

- Aviva's Construction 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?

- 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?**
None available for this product.			

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Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request.

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