

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	Refine Home
Reference/UMR [Binder]	N/A
Reference [Class of Business]	Aviva Private Clients
Date	09/01/2025

Product information
<p>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.</p> <p>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 Refine Home product.</p> <p>Based on customer research and our experience with the existing extensive Aviva Private Clients product range, this product has been designed to ensure it will offer customers excellent value, provide good and positive outcomes, while also being a sustainable option for Aviva. The product has been subject to Aviva's full product approval process and signed off by our authorised approvers as representing fair value to customers and may be marketed and distributed. Once this proposition is live, it will continue to follow our product review process and will be continually monitored throughout it's lifecycle.</p> <p>This product is a testament to our commitment to delivering good outcomes for our customers. It combines deep customer insights with our extensive expertise, ensuring sustainability and fairness. Thoroughly reviewed and approved, it stands as a reliable and market-ready solution.</p> <p>This is a Personal Lines General Insurance product suitable for individual consumers with a higher net worth. Policy limits reflect the needs of these customers'.</p> <p>The FCA Value Measures data has been benchmarked once this is published.</p>
Target market
<p>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.</p> <p>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.</p>

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).

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 summary and Insurance Product Information Document (IPID).	
Other information which may be relevant to distributors	
<p>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.</p> <p>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.</p> <p>This assessment of fair value has also included a review of other key providers metrics published within the FCA Value Measures</p> <p>The following is excluded from the review and as a Distributor you must consider:</p> <ul style="list-style-type: none"> - 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. <p>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).</p> <p>Please contact your usual Aviva representative if you have any queries or concerns about the Aviva underwritten product.</p>	
Date Fair Value assessment completed	09/01/2025
Expected date of next assessment	Quarter 3 2025

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.

Risks situated within the EEA are underwritten by Aviva Insurance Ireland Designated Activity Company. Aviva Insurance Ireland Designated Activity Company, trading as Aviva, is regulated by the Central Bank of Ireland. Firm Reference Number C171485. A private company limited by shares. Registered in Ireland, No. 605769. Registered Office: Cherrywood Business Park, Dublin, Ireland, D18 W2P5. Registered UK Branch Address: 80 Fenchurch Street, London EC3M 4AE. UK Branch authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority (Firm Reference Number 827591) and limited regulation by the Prudential Regulation Authority. Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request.

BHHHG17290 01.2025