

# Target Market Statement

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**Product**

Definitive Commercial Crime.

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**Product type**

This is a commercial lines general insurance product. This product is open to both new and renewal customers.

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**Who is this product designed for?**

This product is designed for commercial clients who are UK registered limited companies with a turnover of less than £250million.

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**Who is this product not be suitable for?**

This product is not suitable for sole traders or public limited companies, or those who are not a UK registered limited company. This is not suitable for a consumer client (as defined by the FCA).

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**What demands and needs of the target market does this product meet?**

Definitive Commercial Crime is designed to provide protection against traditional fidelity and crime risks, as well as newer, evolving forms of fraud. The product can support small and mid-market UK private limited companies across all industries.

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**How should this product be distributed?**

This product can be sold via a variety of sales channels, on an advised basis, and in line with FCA regulations.

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**Distributors value considerations**

As a distributor, you should consider how your actions may impact on product value, for example, you should seek to avoid offering ancillary products alongside this product which may duplicate existing cover. Your commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.

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