

Arch Design and Distribution Statement

General Insurance Code of Practice

- Arch adopts the General Insurance Code of Practice (**the Code**).
- This Statement is prepared by us in response to our obligations under the Code.
- This Statement describes how we design distribute and monitor our retail insurance products.

How we design our products

- Our objective is to provide products that meet our customers' likely needs and objectives and as best as possible protect our customers from the risk of unexpected financial loss.
- Many factors are taken in to account in designing and developing our products. When we develop new products, or update or enhance existing products, we try to balance the likely needs and objectives of our customers, together with the interests of our underwriting security and regulators.
- We endeavour to make it easy to access product information and to provide product information that is simple to understand. We want our customers to be clearly informed as to how to make acclaim or a complaint.
- In designing our products, we ensure that:
 - our products and services meet the likely needs and objectives of our customers.
 - we deliver fair value for money and endeavour to protect our customers from the risk of unexpected financial loss.
 - our products are easy to understand.
 - we use real data to support the design of and price our products. We test the data and other information that support our products regularly, to ensure it remains relevant and valid.
 - Our staff are trained to understand our product design processes.

Target Market Determination

- As and from 5 October 2021 we will publish and make available information about the intended customers (target market) for each of our Retail Insurance products. This is called the Target Market Determination (TMD) for each product.
- We will make sure that each TMD is publicly available and is referred to any promotional material for our Retail Insurance products.
- We will monitor and review our retail products and each TMD to make sure they remain suitable for their target markets and will adjust or enhance our products or TMDs if we consider that is necessary.

How we distribute our products

- Our retail insurance products are distributed to customers through licenced insurance brokers (**brokers**) only.
- Our sales and distribution practices support our purposes and deliver solutions in line with what we assess to be the likely needs and objectives of our customers.