

# Target Market Statement

Cash in Transit

## Product Description

The product is designed for businesses worldwide seeking to insure themselves for physical loss or damage whilst transferring banknotes, coins, credit cards and items of value.

Customer needs met by this product:

Type	What it covers	Key criteria
Business	This product covers businesses worldwide seeking to insure themselves for physical loss or damage whilst transferring banknotes, coins, credit cards, and other items of value.	- Large multinational operations, medium-sized domestic operations with limited cash processing or static ATM operations

## Distribution Channels

This product is designed to be distributed via Brokers/Coverholders

## Who the product is designed for

This product is designed for medium-sized domestic operations with limited cash processing and static ATM operations.

## Characteristics of the target market

The product is designed for businesses worldwide seeking to insure themselves for physical loss or damage whilst transferring banknotes, coins, credit cards, and other items of value.

The product covers all risks physical loss or physical damage occurring during the period of insurance. This policy provides cover for protected assets of high value, such as banknotes, coins, credit cards and other items of value. Whilst the product may be standard, please note each policy is bespoke as the limits and excesses requested are individual to each insured.

This product does not cover:

losses or damages occurring from natural ageing, gradual deterioration, rust or oxidation, aridity, humidity, ionising radiations or contamination by radioactivity, exposure to light or extreme temperature unless such loss or damage is caused by frost or fire.

## Objectives, needs and interests of the target market

This product provides all risks physical loss or damage cover to the interest(s) named in the slip. The limits and coverage are purchased on a bespoke basis depending on the interest being insured.

## Customers for whom the product would not provide intended value

- Individual consumers
- Large corporate entities – for which Arch can provide a separate product offering.
- Businesses who have more specific coverage elsewhere.

## Optional additional covers

This section details the optional covers which are available with this product.

This product does not offer any additional covers.