

# Target Market Statement

## Consumer All Risks

### Product Description

This product provides all risks cover for gadgets and personal possessions against physical loss, damage, theft, liability coverage, personal accident, and mechanical breakdown.

Customer needs met by this product:

Type	What it covers
Individual	All Risks Protection (accidental damage, mechanical & electrical breakdown) – gadgets (electronical items) and personal possessions (motorcycle helmet and leathers).

### Distribution channels

This product is designed to be distributed through Brokers (open market) and delegated arrangements.

### Who the product is designed for

Individual consumers who require financial protection to their gadgets and personal possessions against theft, loss, damage, or mechanical breakdown.

### Characteristics of the target market

The product provides all risks cover encompassing physical loss, damage, theft, liability coverage, personal accident and mechanical breakdown.

- Coverage is provided across a range of consumer products – examples include (but are not limited to) mobile phones, gadgets and personal possessions.
- Maximum Sum Insured £30,000.
- Exclusions include (but are not limited to): Theft or malicious damage where a crime reference number cannot be supplied; Accidental Damage that does not impair the function and/or performance of the goods.

### Objectives, needs and interests of the target market

This product is for individual consumers who require financial protection for their gadgets and personal possessions in the event of:

- Accidental damage
- Malicious damage
- Accidental Loss
- Theft
- Mechanical breakdown
- Fraudulent call or data use (where the insured item is a cellular device, such as mobile phone or tablet)

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

- Individual consumers who wish to protect goods with a value in excess of £30,000.
- Commercial entities – for which Arch will provide a separate all risks offering.

- Customers who are subject to Economic, Financial or Trade sanctions imposed by the European Union (EU), United Kingdom (UK), or any other prohibitions or restrictions under the laws or regulations of the country where this policy is issued.

### **Optional additional covers**

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

This product does not offer any additional covers.