

Target Market Statement

Consumer general specie

Product Description

The product is designed for individuals, worldwide, seeking to insure their assets of high value, this extends to bank notes, precious diamonds, and metals, as well as cryptocurrencies.

This product offer:

Type	What it covers
Consumer	The product covers all risks physical loss or physical damage occurring during the period of insurance while at a named location(s) within territorial limits specified in the Schedule. This product provides cover for protected assets of high value, such as share certificates, bearer certificates bonds of corporations, cash (bank notes), precious diamonds/stones and precious metals and storage of digital assets (cryptocurrencies)

Distribution channels

This product is distributed via brokers and cover holders.

Who the product is designed for

This product is designed for individual consumers looking to insure high-value assets, including banknotes, precious diamonds, metals, and cryptocurrencies.

Characteristics of the target market

The product is designed for consumers worldwide seeking to insure:

- Assets of high value, such as share certificates, bearer certificates bonds of corporations, cash (bank notes), precious diamonds/stones and precious metals.
- Each policy is bespoke as the limits and excesses requested are individual to each insured
- The product covers all risks physical loss or physical damage occurring during the period of insurance while at a named location(s) within territorial limits specified in the Schedule.

This product does not cover losses or damages occurring from natural ageing, gradual deterioration, rust or oxidisation, 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 and therefore is not suitable for those seeking this coverage.

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 not looking to protect assets of high value.
- Businesses, for which Arch provides a different product offering.
- This product is not intended for customers seeking to arrange coverage for lower value assets that can be covered better by more generic product offerings

Optional additional covers

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

This product does not offer any additional covers.