

Target Market Statement

General Liability (London Market)

Product Description

Insurance for businesses or employers wishing to insure themselves against events occurring because of negligence, leading to damages to third parties, harm of the public or employees. This insurance serves as a protective cushion against financial repercussions resulting from legal claims against the insured.

Customer needs met by this product:

Type	What it covers
Business	This product covers businesses or employers requiring a lump sum in the event of a disruption of projects, services or business activities resulting in bodily injury and/or third-party property damage arising from the insured's negligence within territorial limits.

Distribution channels

This product is designed to be distributed through brokers/cover holders.

Who the product is designed for

This product is designed for businesses or employers, operating globally, who are looking to protect themselves from claims arising from bodily injury and/or third-party property damage.

Characteristics of the target market

The product covers businesses or employers requiring a lump sum in the event of a disruption of projects, services or business activities resulting in bodily injury and/or third-party property damage arising from the insured's negligence within territorial limits. 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 loss, damage, liability, or expenses directly or indirectly caused by alleged or actual abuse, negligent or intentional employee hiring, aircraft or watercraft, asbestos, cyber loss, motor vehicles, liquidated damages, pure financial losses, mould, radioactive contamination, and war.

Objectives, needs and interests of the target market

- This product provides primary, umbrella and/or excess liability coverage across a broad range of trade segments for accidental and unforeseen injury and/or damage to third parties arising out of the Insured's business operations (please see the 2024 Casualty Factsheet on the Arch website for further details).
- Worldwide coverage is provided across multiple different sectors, with solutions developed for SME businesses through to multi-national clients with a global risk profile.
- This product does not cover liability arising out of: War, Terrorism, Nuclear, Asbestos, Watercraft, Aircraft, Automobiles (can be considered on an excess basis above statutory limits of indemnity), Professional Indemnity, Medical Malpractice (other than incidental first aid cover) and Pure Financial Loss (sub-limited cover can be considered on a case-by-case basis).

Customers for whom the product would not provide intended value

- Individuals, businesses, or people who do not need coverage against bodily injury or third-party property damage claims.
- Those who already have more specialized insurance elsewhere.

Optional additional covers

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

- This product does not offer any additional cover.