

# Target Market Statement

## Group Personal Accident Sickness and Travel

### Product Description

This product is designed for micro enterprise and SME businesses requiring coverage to protect themselves and their employees against financial losses, should their employees be unable to work due to illness or an accident. The group travel package also protects both businesses and employees against losses, including providing the security of medical emergency cover whilst on an insured journey.

Customer needs met by this product:

Type	What it covers
Business	This product provides financial protection against an insured person suffering a bodily injury due to an accident, or if an insured person suffers sickness which causes disability within one year, or disablement within two years, and provides cover for business trips (including incidental holiday travel taken in conjunction with a trip).

### Distribution channels

This product is designed to be distributed thorough delegated authority and Brokers (open market).

### Who the product is designed for

Micro enterprise and SME businesses requiring employer-financed coverage designed to protect against financial loss if a key member of staff is unavailable for work due to illness or an accident, alongside a packaged travel offering.

### Characteristics of the target market

This product is designed for micro enterprise and SME businesses who:

- Require coverage to protect themselves and their employees against financial losses, should their employees be unable to work due to illness or an accident.
- Are looking for a group travel package that also protects both businesses and employees against losses, including providing the security of medical emergency cover whilst on an insured journey.
- Do not have the financial capability or appetite to absorb a financial shortfall.

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

This product provides financial protection against an insured person suffering a bodily injury due to an accident, or if selected and purchased, an insured person suffers sickness which causes disability (excluding Death) within one year, or disablement within two years.

Cover can also extend to include cover for business trips (including holiday travel for Directors and/or family).

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

- For our UK based product - customers that have permanent residency outside of the UK or UK residents that are not registered with a GP practice in the UK
- Certain age restrictions may apply to certain individual policy offerings.
- Customers travelling against medical advice or with the intention of receiving medical treatment.
- 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.