

Target Market Statement

Terrorism and Sabotage

Product Description

A commercial insurance policy providing cover for loss, damage and business interruption resulting from an act of terrorism.

Customer needs met by this product:

Type	What it covers
Business	Terrorism insurance is designed to cover potential losses and liabilities that might occur as a result of terrorist activities.

Distribution channels

This product is designed to be distributed through brokers (Open market) and Delegated arrangements.

Who the product is designed for

This product is designed for business owners of property located in the UK, Channel Islands and Isle of Man.

Characteristics of the target market

This product is designed for businesses seeking:

- Comprehensive cover for their business and property against terrorism and sabotage
- Specific covers for loss or damage to property and business interruption resulting from an act of terrorism or sabotage.
- The ability to extend cover to include liability and nuclear, chemical, biological, and radiological (NCBR)
- Cover for businesses located in the UK, Channel Islands and Isle of Man.

Objectives, needs and interest of the target market

The product provides:

Cover for interruption to the insured business following terrorism or sabotage, which results in reduced income and/or increased running costs, including (but not limited to): Brand Rehabilitation, Loss of Attraction, Non-Damage Prevention of Access, Property Stored at Third Parties; Customers and Suppliers; Threat or Hoax.

Exclusions include (but are not limited to): computer virus and hacking; damage to land, land values, air/watercraft, living things; nuclear risks; pollution, contamination, asbestos; seizure, confiscation; sonic bangs; theft, unexplained loss; war, government action, invasion and civil war.

Customers for whom the product would not provide intended value

- Businesses and owners of property located outside of the UK, Channel Islands and Isle of Man
- Individual consumers
- Those with a risk appetite to cover resulting losses from terrorism themselves
- Those with terror cover included via other insurance products

Optional additional covers

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

This product does not offer any additional cover.