

Target Market Statement

Commercial Fine Arts Dealers & Auction House

Product Description

The product is designed for Businesses worldwide seeking to insure their assets of high value, this extends to valuable pieces of artistic paintings, manuscripts, ceramics, historical artifacts, textiles, books, and collectible stamps. The types of businesses covered are commercial galleries, dealers and auction houses, museums, and fine art exhibitions.

Customer needs met by this product:

Type	What it covers
Business	The product covers all risks physical loss or damage for protected assets of high value, such as fine arts, collectibles, historical display items, and antiques. Whilst the product may be standard, please note each policy is bespoke as the limits and excesses requested are individual to each insured.

Distribution channels

This product is designed to be distributed through brokers and/or coverholders.

Who the product is designed for

This product is designed for commercial galleries, dealers and auction houses, museums and fine art exhibitions seeking coverage against cost of replacement or repair of fine art collectibles or antiques globally.

Characteristics of the target market

The product is designed for businesses globally who wish to insure their high value assets.

The product covers all risks physical loss or damage for protected assets of high value, such as fine arts, collectibles, historical display items, and antiques. 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:

- losses or damages occurring from natural ageing, gradual deterioration, rust or oxidisation, moth or vermin, shrinkage or warping, aridity, humidity, exposure to light or extremes of temperature unless such loss or damage is caused by storm, frost, or fire.

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

This product is not designed to provide any intended value to:

- Consumers or businesses that do not need to protect Fine Arts, collectibles, or Antiques.
- Businesses that have more specific coverage elsewhere.

Optional additional covers

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

This product does not provide any additional covers.