

Target Market Statement

Leisure Travel

Product Description

This product insures specified unexpected events that could occur before or during a covered trip, such as cancelling or cutting short a trip for medical reasons or needing unexpected medical treatment. It is available as a Single Trip or Annual-Multi Trip Travel insurance policy.

Customer needs met by this product:

Type	What it covers
Individuals and families	The product includes up to £10 million in Medical Expenses and offers medical screening at the point of sale. There are varying coverages provided depending on the level of cover purchased, standard cover will include emergency expenses, personal accident, baggage and cancellation and curtailment covers.

Distribution channels

This product is designed to be distributed online, as well as via traditional sales channels. Access is available via Brokers.

Who the product is designed for

Individuals and families who are permanent UK residents who have been resident in the UK for at least 6 consecutive months at the time of purchasing a policy and are registered with a GP practice in the UK.

Characteristics of the target market

The product is a travel package product, designed for:

- Individuals and/or families looking to holiday in Europe and the Rest of the World
- Those looking to travel on either a single trip, or looking to purchase an annual multi trip product
- Individuals or families who do not wish to travel for more than 60 consecutive days, or 180 days for single trip policies

Objectives, needs and interests of the target market

This product provides financial protection for individuals and their families travelling overseas. The following cover is dependent on the level of cover purchased, with limits also dependant (there are three levels – Gold, Silver & Bronze)

- Emergency Medical and Repatriation Expenses
- Personal Accident
- Withdrawal of services
- Cancellation and Curtailment
- Travel Delay and Missed Departure
- Baggage
- Personal Money & Travel Documents
- Personal Liability
- Hi-jack, Kidnap and Mugging
- Catastrophe
- Legal costs and Expenses

Exclusions include (but are not limited to): Pre-existing medical conditions (unless the distributor is aware of such conditions and Arch have agreed to cover them in writing); Any condition where the Policyholder travels, or plans to

travel, against the advice of a medical practitioner or with the intention of obtaining medical treatment abroad; War, terrorism and related risks; Epidemic or pandemic as announced by the World Health Organisation (WHO); Illegal or criminal acts, drug addiction, solvent abuse, excess alcohol intake or being under the influence of drugs; Certain hazardous sports and activities..

Customers for whom the product would not provide intended value

- Individuals or families that have permanent residency outside of the UK/Republic of Ireland
- 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

The following optional covers are available:

Product Name	Golf Cover
Product description	Additional cover in the event of the accidental loss of, theft of or damage to golf equipment owned by the insured, and provide golf equipment hire, loss of green fees, and hold in one cover.
Who the product is designed for	Individuals requiring cover for a golfing incident.
Customers for whom the product would not provide intended value	Customers who do not want to pay additional premium to cover a golfing incident.
Objectives, needs and interests of the target market	This product provides financial protection against a golfing incident due to loss of golf equipment owned by the insured and provides golf equipment hire, loss of green fees, and hold in one cover. However, where a claim is payable under this Golf Cover section, no cover for golf equipment will be provided under the Baggage section.

Product Name	Winter Sports Cover
Product description	Additional cover in the event of the accidental loss of, theft of or damage to winter sports equipment owned by the insured, and provide ski equipment hire, refund on used ski pack due to accidental bodily injury or illness, piste closure and travel delay.
Who the product is designed for	Individuals requiring cover for amateur, non-hazardous winter sport incident.
Customers for whom the product would not provide intended value	Customers who do not want to pay additional premium to cover a winter sport incident.
Objectives, needs and interests of the target market	This product provides financial protection against a winters sport incident due to loss of winter sports equipment owned by the insured and provides ski equipment hire, refund on used ski pack due to accidental bodily injury or illness, piste closure and travel delay. However, where a claim is payable under this Winter Sports Cover section, no cover for winter sports equipment will be provided under the Baggage or Catastrophe sections.

Product Name	Cruise Cover
Product description	Additional cover in the event of missed port departure, cabin confinement, itinerary change, unused excursions, and cruise interruption.
Who the product is designed for	Individuals requiring cover for cruise incident.
Customers for whom the product would not provide intended value	Customers who do not want to pay additional premium to cover a cruise incident.
Objectives, needs and interests of the target market	This product provides financial protection against missed port departure, cabin confinement, itinerary change, unused excursions, and cruise interruption. However, where a claim is payable under this Cruise Cover section, no cover for missed departure will be provided under the Travel Delay and Missed Departure or Catastrophe sections.