

Fair Value Assessment and Target Market Statement

Distributor Information Pack

2025



Introduction

You are receiving or viewing this document because you are involved in the distribution of an insurance product manufactured by a Bspoke Group business.

In accordance with PROD 4.2.29 to 4.2.32 this document provides:

1. all appropriate information on the insurance product
2. all appropriate information on the product approval process; and
3. the identified target market of the insurance product.

It includes

1. all appropriate information to enable you to understand the intended value of the insurance product established by us.
2. any effect you may have on the intended value that has not been fully taken into account by us when assessing value, and therefore which you should take into account; and
3. the intended target market for the product and any type of customer for whom the insurance product is unlikely to provide fair value.

Product Oversight and Governance

This section contains important information about the manufacturer, product and associated product approval process and fair value assessment.

Manufacturer

Bspoke Insurance Group comprises regulated entities as detailed below who manufacture general insurance products in conjunction with various insurers and insurance undertakings. Details of each regulated entity and insurance undertaking will be listed in each Fair Value Assessment.

Registered Company Name	Registered Office	Company No.	FRN
Bspoke Lifestyle	7 Pullman Court, Great Western Road, Gloucester, GL1 3ND	11429456	820727
Miramar Underwriting Limited	34 Lime Street, London, EC3M 7AT	06985118	507000
Bspoke Commercial Limited	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	09284678	709456
Bspoke Private Clients ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Bspoke Sports and Leisure ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Bspoke Accident and Health ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Bspoke Fee Protection ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Bspoke Property Owners ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Provego Underwriting ²	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	09366935	671437

1 = Trading name of Bspoke Commercial Limited

2 = AR of Bspoke Commercial Limited

Product Review and Approval Process

In line with the FCA regulations outlined in PROD 4 Bspoke Group operates a Product Oversight and Governance (POG) process. In accordance with this process the product detailed in this document has been reviewed and approved by the firm's Product Forum, and is subject to ongoing monitoring and formal periodic review.

Any significant changes or adaptations to the product are subject to review and approval before being distributed to customers.

Fair Value Assessment

In accordance with the requirements in PROD 4.2 we have defined what value means for Bspoke in the context of our business model, and have taken into account a range of factors in our assessment including:

- Target market characteristics and needs
- Potential customer vulnerability and any impact or mitigation
- Value measures and KPIs
- Distribution methods and remuneration
- Product risk ratings
- Operational and claims service levels and outcomes

The fair value assessment is conducted as part of the periodic product review with KPIs and metrics monitored on an ongoing basis.

Product Review and Fair Value Assessment

The following section contains information on the insurance product, details of the review and our assessment of value.

Product Manufacturer Name	Bspoke Commercial Limited
Product name	Tradesman
Product type	Commercial
Class of business	Property
Insurer	Accelerant Insurance Limited
Date of Review	August 2025
Period of Review	Bi-Annually
Type of Review	Periodic
Approved by	Nick Grazier – MD
Date of next Review	February 2026

Target market statement

This Target Market Statement explains the types of customers our product is designed for, types of customers it is not suitable for and how we expect it to be distributed. This document is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer's needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

Target market
This product is targeted at sole traders and those businesses domiciled in the Great Britain, Northern Ireland, the Isle of Man and the Channel Islands that employ up to 12 persons (including the principal). The scheme can accommodate 300 different occupations.
Type of customer the product would be suitable for
<ul style="list-style-type: none"> • Commercial customers. • Businesses with employees, directors and partners • Business that require compulsory Employers Liability cover

Types of customer for whom the product would be unsuitable

- Retail customers or consumers
- Businesses domiciled outside the UK
- Sole traders and small businesses not domiciled in Great Britain, Northern Ireland, the Isle of Man or the Channel Islands.
- Sole traders and small businesses with more than 12 members of staff (including the principal).
- Sole traders or small businesses that are not within the acceptable trades list.
- Sole traders or small businesses undertaking: work in or on blast furnaces, chimney or well shafts, viaducts, bridges, mines, refineries, offshore installations, power stations, dams, tunnels, airports or aerodromes, docks, wharves, piers, harbours, railways, motorways, ships, aircraft, towers or steeples or any building used for the manufacture, processing or bulk storage for wholesale purposes of any gas, chemical, explosive oil or petroleum- based product.
- Pile driving, quarrying, the use, storage or possession of explosives, water diversion or work under water.

The scheme is subject to a number of other criteria, but these can often be dealt with by referral rather than by our declining to quote

Available Covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	Mandatory
Public and products liability, limits of £1m, £2m or £5m available.	Yes
Employers' Liability limit of £10m (limited to £5m for terrorism).	Yes (where the business has employees)
Contract Works.	No
Own plant.	No
Hired in plant.	No
Business Equipment	No

Any notable exclusions or circumstances where the product will not respond
<ul style="list-style-type: none"> • The excess (if any) applicable to each section. • Theft from premises that does not involve entry or exit by forcible and violent means • Theft, riot, Malicious Event, Storm or Flood, Escape of Water from fixed water apparatus, accidental Damage (if insured) and Damage to glass when the Premises are Unoccupied for 30 or more consecutive days • Liability arising from: <ul style="list-style-type: none"> • advice, instruction, consultancy, design, formula, specification, inspection, certification or testing other than in connection with products supplied. • errors in connection with the sale, supply, making up, prescribing or dispensing of any drug, medicine, cosmetic or toilet preparation. • Advice, design or specification provided by you or on your behalf for a fee or where a fee would normally be payable. • treatment given or administered unless specifically agreed by us. • manual work other than delivery and collection • Pollution and contamination unless caused by a sudden, unexpected or unintended event. <p>There is no cover under any section other than the Employers' liability section for claims due to Coronaviruses or any infectious disease designated or treated as a pandemic by the World Health Organisation.</p>
Features you should be aware of when considering this product
<p>Your sales journey should identify the eligibility of customers and ensure that information is presented to them in a way that supports them through the process and enables them to make an informed decision whether the product meets their needs.</p> <p>Where there are different underwriting and cover options available for this product customers should consider which option best suits their needs and circumstances.</p> <p>Your customer journey and interactions should highlight and identify any customers with potential areas of vulnerability and address them accordingly.</p>
Intended method of Distribution
<p>The product should be sold by an authorised insurance broker, in line with FCA regulation on an advised or non-advised basis. The sale of the product can be via online, telephone or face-to-face channels.</p> <p>If the product is distributed to the customer via more than one broker then the second tier broker must have their own client money permissions and must deal direct with the end customer</p>
Distribution costs, fees and remuneration
<p>The product supports the payment of commission to distributors within the ranges detailed in your Agreement with Bspoke (or our approved representative). If fees are charged to the customer for new business or renewal you should ensure this does not erode the value of the product and is commensurate with the work done in the Distribution chain.</p> <p>Where a policy is cancelled mid term and outside the cooling off period the return premium to the customer must be at a gross level and include the proportion of commission paid.</p>
Value Assessment
<p>We are satisfied that the pricing, the cover, the design of the product, the claims settlement process, and the distribution methods we have chosen result in a product that represents fair value to our end customers.</p>

Other information which may be relevant to distributors

We are satisfied that the pricing, the cover, the design of the product, the claims settlement process and the distribution methods we have chosen result in a product that represents fair value to our end customers.

This product does not adversely impact vulnerable customers and delivers outcomes that are the same as those for customers with no characteristics of vulnerability.

As part of the process of assessment, we have reviewed, amongst other things:

- General market pricing
- Our pricing in relation to the product loss ratio
- Product value over a reasonably foreseeable future period
- Renewal retention
- Mid-term cancellations rates
- Operational and claims service levels and outcomes
- Customer complaints
- Distributor feedback
- Our pay-aways and the general distribution costs of our broker panel as disclosed to us.
- Customer needs and any changes in the last 12 months

We have also considered the pricing and premiums in relation to FCA regulations in PS21/5, ICOBS 6B and Consumer Duty and are satisfied we comply with the necessary requirements.

As part of our assessment, we concluded that time will not diminish the value of the product to the end customer. The customer may report a claim on the last day of the policy period and receive a settlement that would not be distinctly different to the settlement he would have received had he reported the claim on the first day of the period of insurance. The product also contains provisions to protect against the erosion of value over subsequent renewals and policy periods.

This document should be read in conjunction with the Policy Wording and Insurance Product Information Document (IPID) for the product.

Statement of Demands and Needs

This product should meet the demands and needs of contractors in the UK who wish to protect their business against loss or damage to property and plant including tools, loss of revenue through business interruption and liability to the public and to their employees.

Conclusion of our fair value assessment

Last fair value assessment outcome	The product has been approved as providing fair value for target market customers and continued distribution	Yes
------------------------------------	--	-----