

# 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 <sup>1</sup>     | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | NA          | 709456 |
| Bspoke Sports and Leisure <sup>1</sup>  | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | NA          | 709456 |
| Bspoke Accident and Health <sup>1</sup> | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | NA          | 709456 |
| Bspoke Fee Protection <sup>1</sup>      | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | NA          | 709456 |
| Bspoke Property Owners <sup>1</sup>     | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | NA          | 709456 |
| Provego Underwriting <sup>2</sup>       | 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.

|                                  |   |
|----------------------------------|---|
| <b>Product Manufacturer Name</b> | Bspoke Commercial Ltd                                 |
| <b>Product name</b>              | Property Owners Insurance – Specialist Let – Occupied |
| <b>Product type</b>              | Commercial  |
| <b>Class of business</b>         | Property/Liability                                    |
| <b>Insurer</b>                   | Accelerant Insurance                                  |
| <b>Date of Review</b>            | October 2025  |
| <b>Period of Review</b>          | October 2025 – October 2026                           |
| <b>Type of Review</b>            | Periodic  |
| <b>Approved by</b>               | Bspoke Commercial Product Forum                       |
| <b>Date of next Review</b>       | October 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).

|  |
|--|
| <b>Target market</b>   |
| This product is targeted at landlords and property management companies domiciled in Great Britain, Northern Ireland, the Isle of Man, and the Channel Islands who own single or multi-use property portfolios in residential or commercial use up to a single risk TSI of £15m (higher on referral). The product is intended for landlords who let properties to tenants which do not fit under our standard Property owners product such as students, DSS tenants and holiday lets or who own an HMO property.   |
| <b>Type of customer the product would be suitable for</b>  |
| <ul style="list-style-type: none"> <li>• UK based businesses.</li> <li>• Owners of a property in the UK that they let out and do not occupy.</li> <li>• Any customers who require buildings insurance as part of their mortgage / secured loan used to purchase the property.</li> <li>• Businesses who let their property under a formal contract</li> <li>• Owners of a single property or who hold a portfolio of properties.</li> <li>• Landlords who are letting to Residential tenants such as Housing Multiple Occupancy (HMOs), Bedsits, Students, Council DSS Tenants.</li> </ul> |

- For Commercial Trades, this product will offer a wide appetite. An example but not an exhaustive list is: Heavy manufacturing units, storage, schools, wholesales, furniture making

#### Types of customer for whom the product would be unsuitable

- Businesses and individuals who are not domiciled in the UK
- Those looking to insure property outside the UK
- Owner occupiers of property in the UK
- Those who have property that have been unoccupied for 10 + years
- Customers who let their property informally or without a formal tenancy agreement
- Residential Landlords who will let their property to working professionals.
- Commercial premises that are seen as vanilla/standard premises. Examples but not an exhaustive list are: Offices, Retail Shops like greengrocers, Travel Agency, and Banks

### 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 |
|--|-----------|
| Property Damage  | Yes       |
| Loss of Rent   | Yes       |
| Property Owners Liability  | Yes       |
| Employers' Liability   | No        |
| Equipment Breakdown  | No        |
| Terrorism  | No        |
| Legal Expenses: -<br>Residential and Commercial Legal Expenses<br>Holiday Homes Legal Protection | No        |

**Any notable exclusions or circumstances where the product will not respond**

- The excess (if any) applicable to each section.
- Theft from premises that does not involve entry or exit by forcible and violent means
- Restrictions apply when vacant
- Loss of rent where the business is wound up, liquidated permanently discontinued or your interest ceases other than by death.
- Pollution or contamination other than caused by a sudden, identifiable, unintended, and unexpected incident which occurs in its entirety at a specific time and place during the period of insurance
- 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.

**Features you should be aware of when considering this product**

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.

Where there are different underwriting and cover options available for this product customers should consider which option best suits their needs and circumstances.

Your customer journey and interactions should highlight and identify any customers with potential areas of vulnerability and address them accordingly.

**Intended method of Distribution**

The product should be sold by a FCA 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.

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

**Distribution costs, fees and remuneration**

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.

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.

**Value Assessment**

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.

**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.

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.

**Statement of Demands and Needs**

The product meets the needs of landlords or property management companies who own properties with tenants who are unsuitable for cover on our standard property owners policy.

**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 |
|------------------------------------|--|-----|