# Fair Value Assessment and Target Market Statement

Distributor Information Pack

July 2026

## 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 |
| Bspoke Underwriting Limited | Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB | 04506493 | 310101 |
| Miramar Underwriting Limited | Dawson House, 5 Jewry Street, London, EC3N 2EX | 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. Following the publication of the Simplified Insurance Rules in PS25/21, our reviews are now done on a risk basis and review dates updated accordingly.

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 Ltd trading as Bspoke Private Clients |
| **Product name** | Gold Home Insurance |
| **Product type** | Retail |
| **Class of business** | Property/Liability |
| **Insurer** | Accelerant Insurance UK Limited |
| **Date of Review** | July 2026 |
| **Period of Review** | April 2025- March 2026 |
| **Type of Review** | Periodic |
| **Approved by** | Bspoke Private Clients Product Forum |
| **Date of next Review** | July 2027 |

### 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** |
|---|
| Mid-net-worth individuals who own high-value homes in the UK (excluding Northern Ireland) and have valuable possessions requiring enhanced insurance protection. These customers are typically looking for a comprehensive home insurance solution that provides worldwide all-risks cover, higher policy limits, and a more tailored underwriting approach than standard household insurance products. A minimum contents sum insured of £75,000, including higher levels of liability cover and additional benefits such as Home Emergency and Legal Protection as standard. It is designed to meet the needs of customers with more valuable assets and potentially more complex insurance requirements. |
| **Type of customer the product would be suitable for** |
| This product is suitable for mid-net-worth individuals who own and occupy high-value homes within the UK (excluding Northern Ireland) and have valuable personal possessions requiring a greater level of protection than that offered by standard home insurance products.<br>It is designed for customers who require comprehensive cover, including worldwide all-risks protection for contents, higher policy limits, and enhanced liability cover of up to £5 million. Protection as standard. |

| Types of customer for whom the product would be unsuitable |
| --- |
| This product would be unsuitable for:<br>• Customers whose insurance needs can be met through a standard home insurance policy and who do not require the enhanced levels of cover, higher policy limits, or additional features provided by this product.<br>• Customers with contents values below the minimum eligibility requirement of £75,000.<br>• Customers who do not own or occupy a property within the UK (excluding Northern Ireland).<br>• Customers who do not require worldwide all-risks cover, higher liability limits, or the additional benefits included as standard within the policy.<br>• Customers who do not meet the insurer's underwriting criteria.<br>• Customers with insurance needs that require specialist cover not provided by this product.<br><br>**Vulnerable Customers**<br>The product is not unsuitable solely because a customer has characteristics of vulnerability. However, it may not be appropriate where a customer is unable to understand the product's features, benefits, limitations, exclusions, or costs, even after appropriate support has been provided. In such circumstances, careful consideration should be given to whether the product meets the customer's needs and objectives.<br>The product may also be unsuitable for customers experiencing financial vulnerability where a more basic or lower-cost insurance solution would better meet their needs and provide fair value. All customers should be assessed individually to ensure the product remains appropriate for their specific circumstances. |

## Available Covers

| Cover | Type |
| --- | --- |
| Buildings | Mandatory |
| Contents | Mandatory |
| Liabilities | Mandatory |
| Home Emergency | Mandatory |
| Family Legal Protection | Mandatory |

| Any notable exclusions or circumstances where the product will not respond |
|---|
| • Losses exceeding the sums insured or maximum policy limits shown in the policy schedule.<br>• Events or causes of loss that are not specifically insured under the policy.<br>• Exclusions detailed within the policy wording and Insurance Product Information Document (IPID), including but not limited to war, terrorism, infectious diseases, and illegal or criminal activities.<br>• Loss or damage resulting from wear and tear, gradual deterioration, defects, or lack of maintenance.<br>• Pre-existing damage or incidents that occurred prior to the commencement of cover.<br>• Loss or damage caused deliberately or arising from fraudulent acts.<br><br>All policy limitations, exclusions, terms, and conditions are clearly outlined within the policy documentation to help customers understand when cover may not apply. |
| **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.<br>Where there are different underwriting and cover options available for this product customers should consider which option best suits their needs and circumstances.<br>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 an authorised insurance intermediary, in line with FCA regulation and has been approved for retail distribution whether advised or non-advised. The sale of the product can be via online, telephone or face-to-face channels.<br>If the product is distributed to the customer via more than one broker (including ARs) then the second-tier broker:<br>• should not have their own agency with any Bspoke entity.<br>• must deal directly with the end customer rather than through a third-tier broker. |
| **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.<br>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. |

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|---|---|
| Claims rate | |
| Claims as a % of customer premiums | |
| Cancellation rate | |
| Claims acceptance rate | |
| Claims complaints rate | |
| Distribution commission | |

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| *Whilst the claims rate is below the 5% tolerance threshold, the gold book remains in its early stages of development and consists of a relatively small number of policies, having only been launched in September 2025.* |
| **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.<br>This product does not adversely impact vulnerable customers and delivers outcomes that are the same as those for customers with no characteristics of vulnerability.<br>As part of the process of assessment, we have reviewed, amongst other things:<br>• General market pricing<br>• Our pricing in relation to the product loss ratio<br>• Product value over a reasonably foreseeable future period<br>• Renewal retention<br>• Mid-term cancellations rates<br>• Operational and claims service levels and outcomes<br>• Customer complaints<br>• Distributor feedback<br>• Our pay-aways and the general distribution costs of our broker panel as disclosed to us.<br>• Customer needs and any changes in the last 12 months<br>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.<br>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 they would have received had they 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.<br>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 is designed to meet the needs of mid-net-worth customers seeking comprehensive insurance protection for their high-value homes and valuable possessions. It provides enhanced levels of cover, including higher inner limits for contents and increased liability limits, to cater for customers with more valuable assets and broader protection requirements.<br>The policy also includes Home Emergency and Legal Protection as standard, offering a comprehensive insurance solution for customers requiring greater peace of mind and additional support beyond that available under a standard home insurance policy. |

## Conclusion of our fair value assessment

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