

Shops

Review Type:	New Product Approval
Product Launch	Q4 2025
Review Period:	2025
Next Review:	Q4 2026

Product Target Market Statement (1/3)

Shops

What is this Product?

- Shops is a Commercial Lines Product suitable for Customers involved in the retail or beauty industries, who require insurance protection for their Business assets, profits and legal liabilities, with the following mandatory covers provided:
- **Property Damage** – Cover for the physical assets of the Business including Buildings, General Contents and Stock against damage caused by insured Events including Fire, Theft, Flood, Escape of Water, Subsidence.
- **Deterioration of Stock** - Cover for damage to Stock as a result of failure of refrigeration equipment.
- **All Risks – Unspecified** - Cover for Unspecified Portable Equipment whilst away from the Premises.
- **Loss of Liquor Licence** - Cover for loss of Gross Profit and value of Premises resulting from loss of Premises Licence where there is no fault by the Customer.
- **Money** - Cover for Money both on the Premises and whilst in transit¹.
- **Transit** – Cover for property whilst in transit¹.
- **Liabilities** - Cover for financial losses arising from liability for damage to Property or injury to third parties, and for legal liability to Employees for injury.
- **Business Interruption** - Cover for loss of profit following insured damage to Property.
- Depending on the Customer's requirements, cover can be extended to include the following optional covers:
 - **All risks - Specified** –Cover for Specified Portable Equipment whilst away from the Premises.
 - **Fidelity** - Cover for loss of Money or Property following Fraudulent Acts by Employees and/or Third Parties.

- **Personal Accident** - Payment of a financial Benefit in the event of bodily injury to an Employee following an Accident.
- **Terrorism** - An extension to Property Damage and Business Interruption covering Damage resulting from Acts of Terrorism.
- **Legal Expenses²** - Cover for costs incurred in pursuing or defending the legal rights of the Customer's Business as a result of legal proceedings resulting from Employment, Taxation, and other disputes.
- **Machinery Breakdown** - Cover for repair or Reinstatement of machinery as a result of mechanical or electrical breakdown.
- The limits of cover provided by this Product are bespoke to the Customer and will be detailed in the Policy Schedule.

What Customer need is met by the Product?

- This Product provides the Customer, and any policy stakeholder, with protection against financial losses arising from specific insured events relating to running a shop or business. For example, Fire, Theft or loss of profit.

Who is this Product designed for?

- The Product is designed for Customers who own/manage or are responsible for insuring their commercial Premises and associated business assets, including Buildings, Contents and Stock, including where there may be policy stakeholders.
- Customers who run a Business from up to 10 commercial Premises.
- Customers who require protection offered by the compulsory Covers as a minimum.
- Businesses domiciled in the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.

1. Within the Territorial Limits of the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.

2. Please refer to Legal Expenses Target Market Statement for further detail.

Product Target Market Statement (2/4)

Shops

Who is this Product not designed to support, or are there any features that you should be aware of when offering this Product to Customers?

- Not suitable for private individuals or consumers wanting to insure their home.
- Not intended or suitable for Customers who require insurance for Premises which have residential tenants or leaseholders.
- Customers/businesses that do not require the compulsory covers detailed as a minimum.
- Customers with businesses domiciled outside the United Kingdom of Great Britain and Northern Ireland, the Channel Islands, and the Isle of Man.
- Customers subject to any Economic Financial or Trade sanctions imposed by the European Union, the United Kingdom, the United Nations, the United States of America or any other prohibition or restriction imposed by law or regulation of the country of which the Policy is issued or would otherwise provide cover.

Vulnerable Customers

- This product has not been designed to target Customer groups with a higher likelihood of vulnerability. However, we recognise that any Customer may experience vulnerability at any time due to personal circumstances.
- We design all products with this in mind and aim to avoid features that could lead to poor outcomes for Customers with characteristics of vulnerability.
- Our colleagues and distributors are expected to be able to recognise when a Customer may be in vulnerable circumstances and to respond with empathy and flexibility. This includes taking appropriate steps to understand the Customer's needs and provide support that enables informed decision-making.

Can this Product be sold with or without advice?

- This Product can be sold with or without advice depending on the Distributor's preference and in accordance with FCA regulations.

How can this Product be sold?

- This Product can only be sold via a Broker or Intermediary.
- This Product can be sold face to face, via telephone, or by submitting a postal/email application.
- The sales journey must identify Customer eligibility and that this Product, and any optional elements, are consistent with the Customer's demands and needs. The sales journey must also ensure that key details are presented to the Customer in a timely manner that allows informed decisions to be made.

Eligibility and conditions, exclusions and excesses that may impact the outcomes that Customers may reasonably expect

- The Distributor must always consider whether they have the correct product to meet the Customer's needs (including policy stakeholders)
- Eligibility and risk acceptance criteria will restrict access for certain risks which are outside of Intact's current strategy and risk appetite.
- Policies for this Product are individually underwritten and individual indemnity limits, exclusions, and excesses that apply will depend upon the risk insured and will be stated in the Policy Quote, the Policy Schedule, and Statement of Fact.

Product Target Market Statement (2/3)

Shops

How is the value of this Product assessed?

- We assess Product Value using quantitative (i.e. metrics) and qualitative information (e.g. processes and controls), including data from our Distributors relating to service and remuneration¹, as appropriate.
- This Product has been approved in line with Intact's Product Governance processes, including consideration of:
 - the value of the Intact Product: this includes: (i) Cover – whether the level of benefits and relevant exclusions offers value to the Customer (including policy stakeholders), (ii) Utility – whether the Product is being used by the Customers of the intended target market (including policy stakeholders), and (iii) Intact Service – whether the type and quality of services being provided is reasonable for the Customer (including policy stakeholders),
 - the impact of distribution on the value: this includes whether Distributor remuneration is appropriate and bears a reasonable relationship to the services provided to the Customer (including policy stakeholders), by the Distributor. If there are concerns, Intact will follow up with the relevant Distributors to agree remedial action.

What are the obligations of our Distributors?

- Manufacturer notification – all intermediaries must review their product distribution arrangements at least every 12 months and consider the impact of remuneration against the intended value of their products. Distributors must notify the Manufacturer as soon as practically possible if there are any value concerns for which remedial action is required.
- Remuneration – Distributors must ensure that any remuneration received, including any commission paid away to other parties in the distribution chain, for an insurance product does not result in the product ceasing to provide fair value to the Customer (including policy stakeholders).
- Provision of information – if so requested, Distributors must provide the Manufacturer with: (i) information on the Distributor's remuneration in connection with distribution of the insurance product; (ii) information on ancillary products or services that may impact the intended value of the Manufacturer's primary insurance product; and (iii) confirmation that the distribution arrangements are consistent with the obligations of the firm under the FCA Handbook including SYSC 10 (Conflicts of Interest) and SYSC 19F.2 (IDD Remuneration).
- Price optimisation – if the Distributor is a price-setting intermediary, unless there is a reasonable basis, firms should not increase the price of the insurance product based on: (i) policies being subject to auto renewal compared to policies that are not subject to auto renewal; (ii) the Customer's vulnerability or any protected characteristics (unless the firm can rely on them under the Equality Act 2010); and (iii) where Customers purchase the policy using Retail Premium Finance.