



FVA Summary and Target Market Statement

# Animal and Pet Business Personal Accident Insurance

The purpose of this document is to explain our FVA findings, the identified target market and the expected distribution strategy for each insurance product manufactured by AXA XL. Specifically, it provides information on a product category level about the main features associated with each product and clarifies who our products are designed for and who they are not appropriate for. This target market statement also explains the way our products should be distributed and provides information around the complexity of our products and how to ensure that a product provides fair value to our customers as intended.

This document is for information purposes only and should not be used for any marketing or promotional use.



## Product type

This is a pet business insurance which covers you for up to fourteen (14) different pet business activities. The policy can cover for risks associated with the business.



## Who is the product designed for?

This insurance is designed Animal and pet business owners who are domiciled within the United Kingdom including the Channel Islands and the Isle of Man.



## What customer need is met by this product?

This product meets the needs of Sports and Leisure businesses by providing tailored insurance coverage. It offers protection against personal accident, including benefits for permanent or temporary disabilities, accidental death and medical and hospital expenses. The product is distributed through appointed Coverholders and underwritten by AXA XL Insurance Company UK Limited.



## Who is the product not appropriate for?

Individuals or entities that are: Requiring insurance in relation to their own pet, veterinary surgeons, clinics or hospitals, animal sanctuaries, aquariums, farm parks or zoos and Operating outside of the United Kingdom.





## Target market specific characteristics, including, customer vulnerability

Vulnerable customers could include Individuals or companies under financial strain e.g., may not be able to afford premiums on an ongoing basis.

Customers who may be experiencing characteristics of vulnerability due to either personal circumstances, ill health, financial issues, life events such as bereavement, and/or external factors such as economic instability may require adjustments and flexibility to benefit from the policy. All customers are at risk of becoming vulnerable at any time. AXA XL are committed to supporting additional needs from customers. If additional support is required or a customer has been identified as vulnerable, please contact us by visiting: [AXA XL's Vulnerable Customers Guide & Contact Support](#)



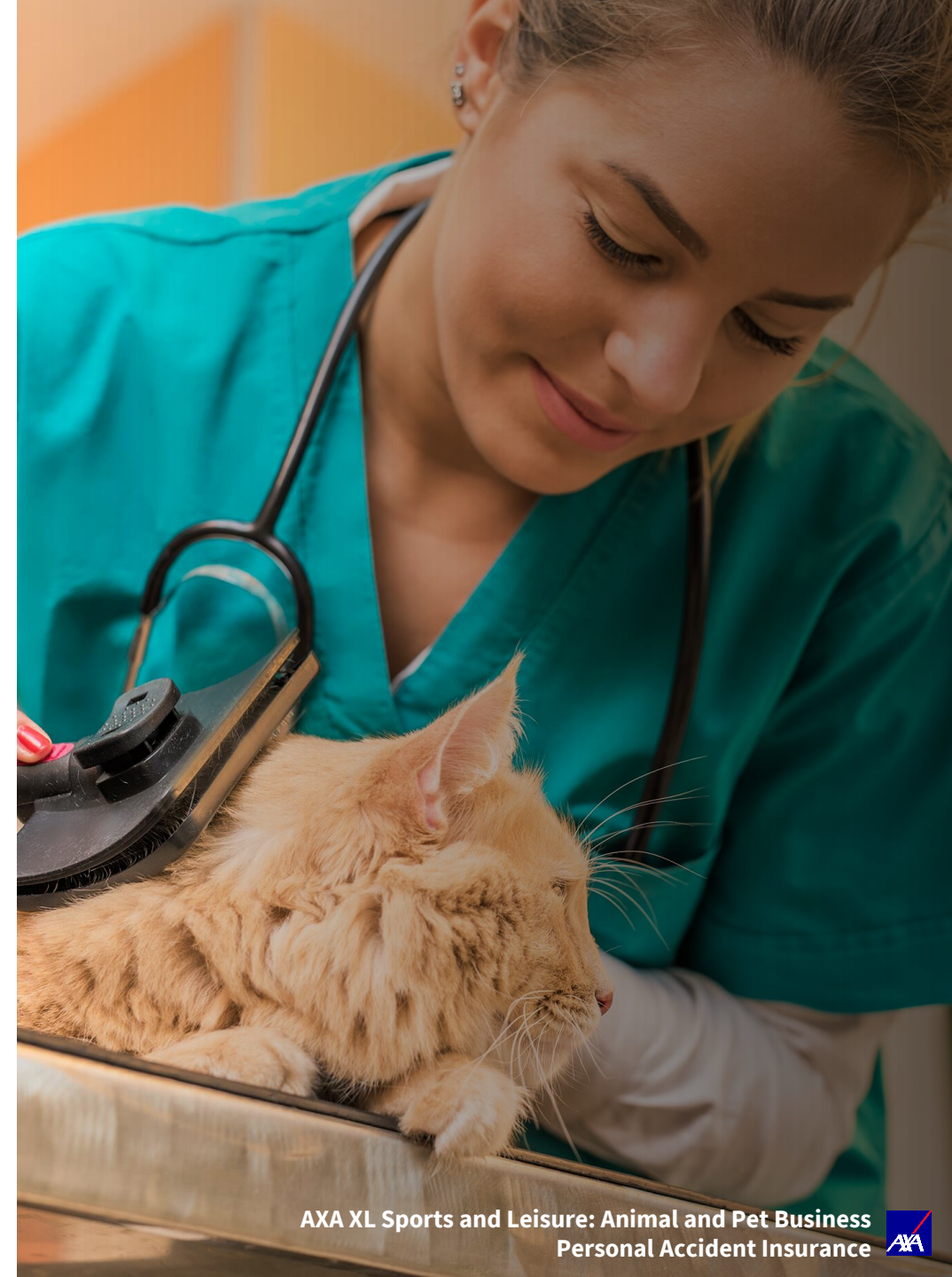
## Key value elements and exclusions

This is a specialist niche product that covers policyholders against claims stemming from injury, illness or accidental death to principals or employees working the pet business industry.

- Public Liability (various options available)
- Care, Custody and Control of animals
- Non-Negligent Animal Care
- Travel Expenses Reimbursement: £1,000
- Loss of Money: £1,000 as standard (additional cover available)
- Loss of Keys
- Business Equipment: £250 as standard (additional cover available)
- Cover for others - Close Family

### Exclusions:

- Circumstances known or ought reasonably to have been known to you or an insured person that were likely to give rise to a claim.





## Key value elements and exclusions (continued)

### Exclusions:

- Liquidated damages clauses, penalty clauses, performance warranties or similar contractual provisions.
- Actual or alleged physical, sexual or psychological abuse of any person, or the failure to prevent it.
- Any deliberate or reckless failure by an insured person to avoid injury or damage.
- Any breach of professional duty or wrongful or inadequate advice given for a fee.
- Any contract or agreement other than a warranty of fitness or quality implied by the Sale of Goods Act 1979.
- Any product designed, specified, formulated, manufactured, constructed, installed, treated, serviced, altered or repaired by or on behalf of the insured.
- Any work undertaken in, on or within aircraft, aerospace systems or airports.
- Liability requiring compulsory insurance or security under the Road Traffic Act 1988 or subsequent amendments.
- The insured's liability in their capacities as director, officer and/or trustee.
- Damage arising from any act of terrorism.
- Damage arising from any act of war.
- Damage arising from radioactive contamination.

*The excess stated in your policy schedule.*



## Does the product include optional covers?

- Professional Indemnity
- Employers' Liability
- Personal Accident





## How should this product be distributed?

This product is distributed via the online quote and buy platform directly to customers.



## What should distributors do to ensure the product provides fair value to the end customer?

To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add on where that cover is already provided by the policy. Commission, fees, or charges passed onto the customer must be proportionate to the service provided and provide fair value.

Distributors to have clear practices in place to ensure the prevention of any sales outside the intended target market.



## How can the product be sold? Can it be sold without advice?

This product can be sold online or via telephone.

This product can be sold with or without advice depending on your preference and in line with FCA regulations



## Additional Product Literature

This document is to be read in conjunction with the appropriate policy wording.





## How is value assessed?

AXA XL has an established product governance process to oversee the design, approval, and review of all our products in line with the requirements of the FCA's Product Intervention and Product Governance Sourcebook ('PROD').

New product developments and changes to existing products are taken through a formal product approval process which is designed to:

- Identify the target market and its needs.
- Consider and review the product's performance metrics, product complexities, sales, and service risks.
- Consider and review the policy fees, charges, remuneration in comparison to benefits offered.
- Review policy wordings and customer facing documentation to ensure it is clear, fair, and not misleading.
- Consider the needs of any vulnerable customers; and
- Monitor post-sales performance.

Once a new or amended product is introduced to the market, AXA XL will regularly review the product to see if any changes are needed and to make sure it remains suitable for customers in the identified target market.

If, as a distributor of AXA XL products, you consider one of our products may be failing to meet customers' needs or is potentially unclear you can help us by providing feedback through your usual point of contact at AXA XL.





## Key Findings - 2025 Fair Value Assessment

AXA XL has conducted a comprehensive review of this product against specified metrics, considering whether the insurance product remains consistent with the needs of the identified target market and whether the intended distribution strategy remains appropriate.

The review has determined that this product continues to provide fair value in compliance with the FCA's Product Intervention and Product Governance Sourcebook (PROD). This product will therefore be monitored as per BAU and reviewed again in 12 months as per PROD 4.2.34 requirement to undertake regular product reviews.

In reaching the conclusion that this product continues to provide fair value, AXA XL has assessed various metrics including:

- Claims Repudiation Rate
- Claims Complaints as a % of Total Claims
- Policy Cancellation Frequency
- Gross Loss Ratio
- Total Acquisition Ratio

Our approach to this product review has utilised data and MI readily available to AXA XL to conduct a quantitative analysis. Additionally, we have also performed a qualitative review.

As a distributor, you may wish to consider metrics you hold in conjunction with this assessment. On conducting your own review, where issues are identified that are not identified within this review, please notify us so we can consider the impact on the product in our capacity as carrier.





# Know You Can

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