



FVA Summary and Target Market Statement

Museums and Exhibitions

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 - Museums and Exhibition

Commercial Lines general insurance product is suitable for art owners, or anyone entrusted with art.



What customer need is met by this product?

The Museums and Exhibition Product provides cover for exhibits, contents, buildings, loss of income, employer's liability, public and products liability, personal accident – assault.



Who is the product designed for?

Anyone who owns or is entrusted with art for public display only (i.e., not for sale).



Who is the product not appropriate for?

Anyone who owns or collects art in a private capacity or who operates a business trading in art or collectables.



Target market specific characteristics, including, customer vulnerability

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 product covers:

- **Exhibits** - loss or damage to exhibits whilst at your premises and whilst temporarily removed therefrom. It also insures exhibits at exhibitions away from your premises but only for specific exhibitions
- **Contents** - loss or damage to contents, whilst at your premises and whilst temporarily removed therefrom
- **Buildings** - loss or damage to the policyholder's buildings of standard construction
- **Loss of Income** - the loss of income; and additional expenditure resulting from and following loss or damage to the policyholder's premises
- **Employer's Liability** - all sums that the policyholder shall become legally liable to pay as damages together with costs and expenses solely in respect of injury sustained by an employee arising out of their employment by the policyholder in the course of your business - provided that the employee is normally resident within the United Kingdom





Key value elements and exclusions (continued)

- **Public & Products Liability** - all sums that the policyholder shall become legally liable to pay as damages and costs and expenses of claimants in respect of accidental - injury to any person; loss of or damage to property; nuisance or trespass, obstruction, loss of amenities or interference with any right of way, light, air or water; wrongful arrest, detention, imprisonment or eviction of any person or invasion of the right of privacy; happening in the course of the policyholder's business; or caused by the nature or condition of anything sold or supplied by the policyholder in the course of your business
- **Personal Accident (Assault)** - injury to the policyholder or any of their employees within the age limits of 16 - 70, caused solely or directly as a result of robbery or any attempt thereat in the course of the policyholder's business

This insurance does not cover loss, damage, liability, or expense caused by or resulting from:

- Inherent vice, latent defect, wear and tear, nature of the subject-matter insured, gradual deterioration, insects, vermin, rust, corrosion, rot, mold, mildew, fungus or fungal attack, atmospheric or climatic conditions, or the action of light
- Confiscation, requisition, detention or destruction by or by order of any government, public or local authority or agency of them
- The policyholder's own wilful or deliberate act or omission or that of any associated company or employee
- War, invasion, act of foreign enemy, hostilities (whether war is declared or not), civil war, rebellion, revolution, insurrection or military or usurped power, except to while in transit
- Clerical or accounting errors or omissions
- Corruption, magnetic or electrical damage, disturbance or distortion to data
- Lack of title, or defective title, on the part of any past, present and/or future purported owner
- Any Communicable Disease (actual, threatened, perceived, or suspected)



Key value elements and exclusions (continued)

- Ionising radiation or contamination by radioactivity from any nuclear fuel or from any nuclear waste from the combustion of nuclear fuel
- Depreciation, but this exclusion does not apply to loss or damage to stock
- Routine maintenance or redecoration
- Any computer or other equipment, data processing service product, microchip, microprocessor, integrated circuit, embedded chip or similar device, computer software programme or process, or any other electrical or electronic system, directly or indirectly caused by computer viruses or failure to recognise, interpret or process any date as its true calendar date or to continue to function beyond that date
- Unoccupied locations and locations undergoing demolition, structural alteration, structural repair or extension unless underwriter agree with you in writing
- Property left at a hotel, motel or lodging house unless the property is kept in a locked safe or when in the actual and personal possession of the policyholder or the policyholder's employee or agent
- Any punitive, exemplary or other such damages awarded by any court



Does the product include optional covers?

This product offers fair cancellation extension for Art/Antiques Dealer.



How should this product be distributed?

The product is distributed via DUA and Open Market.



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.



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

We would suggest that this product can be sold face to face or via telephone. This product can be sold with or without advice depending on your preference and in line with FCA's 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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