



FVA Summary and Target Market Statement

Jewellers' Block

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

Jewellers' block is a specialist commercial insurance policy designed to safeguard businesses within the jewellery industry, including:

Wholesale Jewellers' Block: Covering manufacturers, traders and handlers of valuable items such as jewellery, precious stones and metals.

Retail Jewellers' Block: Providing tailored protection for retail jewellery stores, including policies sold directly to end consumers.

Pawnbrokers: This Jewellers Block extends coverage to pawn Brokers, check cashers and coin dealers operating within the jewellery and precious metals sectors.



What customer need is met by this product?

Jewellers' Block covers the stock and merchandise of policyholders' business and bank notes, whether that be their own property or property entrusted to the policy holder for any purpose. The product provides cover against loss or damage from any cause whatsoever, subject to the terms, conditions, and limitations of the policy.



Does the product include optional covers?

The insurance could include cover for cash in transit and/or vault risks and/or valuables in transit and/or as agreed by Underwriters.

- Private collections and/or personal Jewellery. Customers can also obtain cover for: Sleight of hand, Off premises cover, Employee Infidelity, Professional Indemnity, Working upon, Wearing, Defective Title, Buildings, Business Interruption, Personal Accident, Public & Products Liability, Employers' Liability and Terrorism.
- Pawnbrokers - Appraisers Liability for Jewellery only



Who is the product designed for?

The target market are commercial customers which could include micro-enterprises, small, medium and large businesses responsible for manufacturing, selling or holding jewellery.

These businesses could be involved with any of the following types of activities, including; handling, storing, selling, manufacturing, distributing specie including jewellery, diamonds, precious and semiprecious stones, set or unset, pearls, watches, clocks, gold and silverware and other precious metals or materials usual in the conduct of the Insured's business, including cash, cheques, securities and other instruments of credit.

This product could also be sold to consumers seeking cover for expensive jewellery while at home or while travelling and or worn on their person. Consumers are likely to consist of high net-worth customers who mainly reside in the UK, but this product can also be sold to international insureds.



Who is the product not appropriate for?

This product is not suitable for customers who require standard, mainstream insurance coverage or those with low-value or everyday jewellery that does not involve high risk or expensive items.

It may also not be appropriate for businesses or individuals who do not handle, store, or sell valuable jewellery, precious stones, or similar high-value items.

Additionally, it is not designed for customers seeking basic or minimal coverage, or for those with risks outside the scope of non-standard insurance risks related to loss or damage of valuable items in their possession.



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

There are many different types of cover offered under this jeweller's block insurance policy.

Wholesale Jeweller's Block

In addition to insuring jewellery, commercial customers can get additional buildings and contents cover, business protection and liability insurance.

In relation to the jewellery specifically, customers can select cover like sleight of hand, hold up and snatching of jewellery while worn.

Commercial customers can select cover like stock and/or cash and/or furniture, fixtures and fittings the property of the insured and/or in their care, custody or control.

Retail Jeweller's Block

Cash in transit and/or vault risks and/or valuables in transit and/or as agreed by Underwriters. Private collections and/or personal Jewellery, furniture, fixtures and fittings.





Key value elements and exclusions (continued)

Pawnbrokers

Cover can include money in locked safe at the insured's premises, Patterns, Moulds, Models and Dies at the Insured's Premises, Furniture, Fixtures, Machinery, Tools and Fittings at the Insureds Premises. Insured's interest as owner or tenant under lease or other rental agreement in Improvements and Betterments to the premise. This shows that the loss and damage element can be combined/packaged to cover a broader range of product risks.

Wholesale Exclusions:

These policies include several different conditions and exclusions. Most policies include a territorial limit. However, some policies include a worldwide limit, in particular this is necessary when a customer is travelling on holiday with the insured goods.

Most policies include an exclusion which prevents claims because of loss or damage arising from dishonesty or dishonest deception committed by an employee or servant.

Most policies also exclude loss or damage due to theft or disappearance of or from road vehicles of every description owned by or under the control of the Insured and/or his or their servants or agents or representatives when such vehicles are left unattended.

Some policies include an exclusion for loss of or damage to goods entrusted to the Insured by private clients and/or customers solely for safe custody.

Cyber loss, damage, liability, cost or expense is also excluded directly or indirectly caused by, resulting from or in connection with the actual or threatened malicious use of pathogenic or poisonous biological or chemical materials regardless of any other cause or event contributing concurrently or in any other sequence thereto.





Key value elements and exclusions (continued)

Some policies include a condition which makes it essential for the validity of cover that during business hours at least two people in charge must be always present inside the premises. If this condition is not met, this could impact the value of a claim settlement payment.

A claim could also be reduced if theft occurs when goods are left outside of the safe.

Retail Exclusions:

Unless otherwise agreed by way of an individual agreement, the following Clauses shall apply to the entire insurance contract including any cover extension: any physical damage, financial loss, liability, costs, expenses, or indirect loss/damage insofar as directly or indirectly caused by, arising from, or contributed to by an information security breach are excluded from insurance cover irrespective of contributory causes

Pawnbroker Exclusions:

- Communicable Disease Exclusion Clause
- Institute Radioactive Contamination, Chemical, Biological, Bio-Chemical and Electromagnetic Weapons Exclusion Clause
- Limited Cyber Coverage Clause (Targeted Cyber Attack Write-Back)
- Sanctions Limitation and Exclusion Clause
- Termination of Transit Clause (Terrorism)
- Whilst in the Ordinary Course of Transit
- Territorial Exclusion Clause
- Terrorism Exclusion Clause
- USA and Canada Endorsement for the Institute Radioactive Contamination, Chemical, Biological, Bio-Chemical and Electromagnetic Weapons Exclusion Clause
- War and Civil War Exclusion Clause

Please refer to the policy wordings for the full exclusions list.





How should this product be distributed?

This product is distributed via delegated underwriting authority (DUA) and open market. The distribution chain consists of one retail broker, one wholesale broker, coverholders and the risk carrier.



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 intended to provide an indicative summary of the target market for this product and is not a summary of coverage.



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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