



FVA Summary and Target Market Statement

# Poultry Protect

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 commercial lines general insurance product designed to protect UK poultry producers from financial loss due to bird mortality, egg damage, property damage and liability risks. The policy is to protect and maintain operational continuity and safeguarding assets to these businesses that operate in poultry production.



## Who is the product designed for?

This product is designed for businesses operating commercial poultry of all sizes such as micro-enterprises small, medium, large sized commercial businesses.



## What customer need is met by this product?

The customer is protected against:

- Death of birds or damage to eggs
- Physical damage to their property and/ or contents
- Public, Products and Employer's Liability
- Consequential loss following death of birds' damage to eggs or physical damage to property



## Who is the product not appropriate for?

The product is not aimed at non-commercial customers, such as owners of backyard flocks or hobby farmers, who fall outside the FCA's definition of a commercial customer.



## Target market specific characteristics, including, customer vulnerability

Individuals may come under financial strain due to economic factors 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 product covers costs for: Market value of poultry following death as a result of:

- Restricted perils – such as fire lightning windstorm
- All risks of mortality – as a result of an accident sickness or disease

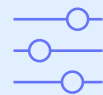
Depending on the coverage chosen by the insured, coverage can also include:

- Physical damage to the insured property incurred during the period of insurance caused by specified perils such as fire
- Business interruption
- General Liability (Public and Products)
- Employer's Liability

Typical Exclusions include but are not limited to: War, Terrorism, Communicable diseases and Radioactive contamination. Please refer to policy documentation for full details.







## Does the product include optional covers?

Under the Mortality and Property sections, additional cover can be purchased for other perils.

- Mortality section: Heat Stress, Power Interruption and Equipment Breakdown, Government Slaughter (Infected Premises) and/or Economic Slaughter.
- For Property section: Money, Good in Transit, Accidental Damage and/or Machinery Breakdown.



## How should this product be distributed?

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.



## 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?

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.

Please refer to separate policy documentation for full details of the coverage provided by the product.







## 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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