



Target Market Statement: AXA XL

The purpose of this document is to explain 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 and optional covers 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.

Product Name: Museums and Exhibition

Product Type:	Commercial Lines general insurance product is suitable for art owners, or anyone entrusted with art.
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.
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.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	Businesses under financial strain due to impact of pandemic.
What are the key value elements/ characteristics of the product that are important for the target market (including notable 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.

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AXA XL Insurance Company UK Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.



	• 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. • 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, mould, mildew, fungus or fungal attack,
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	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); • 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
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	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?	No.
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 regulations.
How is value assessed?	AXA XL has established a 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. - Review policy wording 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 annually review the product on a fair value assessment basis, using key performance metrics to see if any remedial actions are required 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.



Additional Product Literature:	This document is to be read in conjunction with the appropriate policy wording.
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