

Target Market Statement: Horse & Pony Insurance Co-Manufactured by Convex Insurance and SEIB Insurance Brokers Ltd.

PRODUCT	Horse & Pony Insurance
TARGET MARKET - WHO IS THIS PRODUCT DESIGNED FOR?	Horse and pony owning consumers seeking insurance for their animals.
TARGET MARKET – ARE THERE ANY SPECIFIC CHARACTERISTICS, INCLUDING, CUSTOMER VULNERABILITY, THAT YOU SHOULD BE AWARE OF?	Consumers requiring cover to protect against unexpected costs of owning or being responsible for a horse or pony in their care.
TARGET MARKET - WHO IS THIS PRODUCT NOT DESIGNED FOR, OR ARE THERE ANY TYPES OF CUSTOMER FOR WHOM IT WOULD NOT PROVIDE THE INTENDED VALUE?	<p>This policy is not suitable for consumers seeking insurance for animals other than horses or ponies.</p> <p>Please refer to the Convex Equine Elite policy for full details of the cover and exclusions. This can be found on the online document section of our web site at Online Documents SEIB Insurance Brokers</p>

What are the key value elements of the product that are important for the target market?

Our UK based specialist Claims Team, many of whom are horse owners/riders themselves, have extensive experience in assessing and settling claims involving injury, illness or death of horses and ponies used for leisure purposes. Their know-how, understanding and expertise delivers real value to our customers.

This statement should be read in conjunction with our Target Market Statement which shows the needs, characteristics and objectives of the target market and the benefits the product is intended to provide.

WHAT CLIENT NEED IS MET BY THIS PRODUCT?	<p>Customers wishing to take out this policy will have core cover for Death, Theft and Straying as standard. Other covers are available as optional extensions to meet clients' needs in return for an additional charge.</p> <p>Core cover: Cover for Death, Theft and Straying up to the sum insured or the market value.</p>
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WHAT CLIENT NEED IS MET BY THIS PRODUCT?

Optional covers

Veterinary Fees:

Cover for veterinary treatment for injury and illness, including complimentary or alternative therapies.

Permanent Incapacity:

Covers the loss of use due to illness or injury resulting in permanent incapability to fulfil the use to which the horse was intended for.

Crucial cover:

Cover for emergency life-saving surgery and after care.

Saddlery & Tack:

Cover for theft and accidental damage.

Liability:

Cover for legal liabilities to third parties for bodily injury or damage to their property.

Horse Trailer:

Cover for theft and accidental damage. Cover for legal liabilities to third parties for bodily injury or damage to their property.

Horse Drawn Vehicles:

Cover for theft and accidental damage. Cover for legal liabilities to third parties for bodily injury or damage to their property.

Rescue Fees:

Cover for rescue or recovery cost incurred from fire and rescue service.

Disposal Fees:

Cover for disposal fees and euthanasia charges.

CAN THIS PRODUCT BE SOLD WITHOUT ADVICE?

This product should be sold in line with FCA regulations and can be sold with or without advice.

HOW CAN THIS PRODUCT BE SOLD?

This product can be sold face to face, via telephone or electronic communication or a mix of these methods.

HOW IS VALUE ASSESSED?

We assess the value of our products based on a number of metrics as well as customer and client feedback and insight.

In carrying out this assessment, we take into consideration the standard remuneration in our Terms of Business Agreement with parties. In addition, we will consider any add ons (including premium finance) that form part of our product in our value assessment.

More detail on our product approval process can be obtained on request.

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