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?	This policy is not suitable for consumers seeking insurance for: - animals other horses or ponies - horses or ponies with an individual value above £50,000 - racehorses 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

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

- Our UK based specialist Claims Team
- Access to expert equine underwriters
- Flexible cover that can be tailored to meet individual needs

WHAT CLIENT NEED IS MET BY THIS PRODUCT?	Clients wishing to take out this policy will have cover for Death, Theft or Straying, Rescue Fees and Disposal Fees as standard. Other covers are available as optional extensions to meet clients' needs in return for an additional charge. **Standard Cover:** **Death, Theft or Straying** Cover for Death, Theft or Straying up to the horse or pony sum insured or market value whichever is less. **Rescue Fees:** Cover for rescue or recovery cost incurred from fire and rescue services. **Disposal Fees:** Cover for disposal fees and euthanasia charges. **Farewell Cover:** Cover for disposal fees (Veteran Plan only)

WHAT CLIENT NEED IS MET BY THIS PRODUCT?

Optional covers

Veterinary Fees:
Cover for veterinary treatment for injury and illness, including complementary treatment.

Permanent Incapacity:
Covers the horse or pony being permanently incapable of fulfilling the use for which is kept and insured.

Crucial Cover:
Cover for emergency life-saving surgery and after care.

Saddlery & Tack:
Cover for theft and accidental damage.

Personal Accident & Dental Treatment:
Cover for benefits paid out in the event of death, accidental injury or dental treatment.

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.

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 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.

Further details on our product approval process can be obtained on request.