

Lorega 25

TARGET MARKET STATEMENT

Product Name	Lorega 25
What is the target market for this product?	The target market is small and medium-sized enterprises (SMEs) with a combined package premium spend of up to £10,000.
Are there any types of customers for whom this product would not be suitable?	<ul style="list-style-type: none"> • Customers acting outside their business, trade or profession. • Customers domiciled outside of the UK • Customers with no material damage or business interruption exposure • Customers paying combined package premiums more than £10,000.
What are the key value elements of the product that are important for the target market?	<ul style="list-style-type: none"> • A quick response at the time of crisis. • Access to a dedicated claims expert to provide telephone advice to prepare, present and negotiate the customer's claim. • Having an advocate who is independent of the customer's insurance company, to help achieve the fairest possible settlement of their claim.
Are there any notable exclusions or circumstances where the product will not respond?	<ul style="list-style-type: none"> • Claims where the loss incurred is less than £5,000 or the policy excess • Uninsured losses • Subsidence, landslip or heave claims • Losses incurred outside the United Kingdom • Personal property or injury, product, public or employers' liability claims • Motor, aviation and marine claims • Losses arising out of communicable diseases. • Terrorism • Cyber
How can this product be sold?	<p>On a face-to-face basis, via the telephone or an electronic communication.</p> <p>The product is only available for sale through Lorega's chosen product distributors.</p>
Can this product be sold without advice?	Yes

For broker use only.