

# PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	Axa insurance UK Plc
Product name	Geo Agriculture Horticulture
Class of Business	Horticulture
Date	29/03/2023
Our Status	Co-Manufacturer

## Product information

A Horticultural commercial Combined product offering Liabilities & Property Damage & Business interruption Cover  
This scheme is designed purely for garden centres, nurseries and horticultural growers. The emphasis is on horticultural activities although it is accepted that garden centres will in addition sell tools and landscaping products such as statues, furniture and garden ornaments. Some also sell pet related products and small pets such as guinea pigs, rabbits, fish and mice, reptiles etc.  
The current scheme also extends to include work away from premises for domestic or commercial landscapers' office plant supplies and garden maintenance;

## Target market

the product target market is small – Medium horticultural enterprises requiring Liability & Material damage cover and encompasses sole traders, partnerships and small to medium commercial entities

## Are there any groups of customers for whom this product would be unsuitable or would not provide the intended level of value?

No

## Other information which may be relevant to distributors

Date Fair Value Assessment completed	29/03/2023
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All intermediaries who distribute our products are reminded of their regulatory responsibilities to assess fair value to customers where separate fees are charged and/or premium finance is arranged. This also applies where an add-on product (not manufactured by us) is sold alongside the core product. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value. We may from time to time request additional management information from our distributors to support the fair value assessment process.