

PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	AXA Insurance UK PLC
Product name	Shoot Liability
Class of Business	Shoot
Date	12/05/2023
Our Status	Co-Manufacturer

Product information

Our policy is designed to provide protection for various types of shooting, fishing and hawking/ falconry activities. provides cover options for Public and Products Liability, Personal Accident (Shoot Members) and Shoot Abandonment. In addition, it also provides the options of Employers' Liability, Property Damage, Personal Accident (Employees and/or Shoot Members) for commercial customers only. available activities include off off shoots events, clay pigeon shooting, pest vermin control, gamekeepers, rough or pigeon shoots, deer stalking, goose guides, archery and air riflir ranges, hawking & Falconry & Fishing clubs.

Target market

the shooting economy is valued at £2.5bn per annum supporting 74000 employees and our product is primarily designed for the protection of those involved in organising and arranging shoots on private land, and is available for shoot syndicates (consumer) or commercial enterprises (sole traders, partnerships, charitable trusts & limited companies). our target market is relatively sophisticated as it is primarily sold to commercial enterprises and where we cover "Consumers" this is part of syndicates & clubs that are governed by articles of associations.

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

Not suitable for overseas shoots or shoots that may have non uk domiciled owners

Other information which may be relevant to distributors

Date Fair Value Assessment completed

12/05/2023

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.