Product Value - Information Exchange: Commercial Combined and Property Owners

Carrier name	Ascot Underwriting Limited – Syndicate 1414
Manufacturer	Ascot Underwriting Limited – Syndicate 1414
Coverholder name	Various
Product name(s)	Commercial Liability and Property Owners
Reference/UMR [Binder]	As per policy
Reference [Class of Business]	Casualty
Period Covered	July 2025 – July 2026
Assessment Date	01/08/2026

Manufacturer Information

Product information

This PVIE covers: Commercial Combined, Combined Liability, and Property Owners

Coverage:

These three related commercial products have been reviewed together as part of the FVA due to similarities in the target market, distribution model, claims handling arrangements, and oversight framework. Product-specific coverage differences are set out below:

Commercial Combined -

A packaged policy combining multiple lines of cover into a single policy for commercial businesses. Typical covers include material damage to buildings and contents, business interruption and loss of profits, employers' liability, public liability, products liability and optional extensions such as goods in transit, money, personal accident and engineering inspection.

Combined Liability -

A standalone liability policy providing employers' liability, public liability and products liability under a single wording. Suited to businesses that arrange property cover separately or do not require property cover.

Property Owners -

A policy designed for landlords and property investors covering buildings insurance, property owners' liability, loss of rent following an insured event, and associated perils. The product caters to both commercial and residential let property portfolios. Most of the products are written on a cancellable and pro-rata basis.

These products meet the customer need for protection against key financial losses arising from business operations, property damage, liability exposures and insured interruptions to trading or rental income. They are relevant for UK commercial customers, landlords and property owners who need insurance cover to protect their premises, stock, income, liabilities or let property portfolios.

The products remain well established in the market and within Ascot and no material changes in product design, pricing, fees or outcomes have occurred for these products during the review period.

Jurisdiction / Territorial Scope: UK commercial customers, including the Channel Islands and Isle of Man

These products have been reviewed by Ascot's Conduct Team, in line with FCA PROD 4 and Consumer Duty

- Ascot has in place robust product oversight and governance arrangements, supported by a structured set of policies, procedures, processes and controls. These arrangements oversee the development, approval, ongoing sale and servicing of products in line with legal and regulatory requirements.
- Ascot is committed to ensuring that all products are designed, approved, marketed and managed in a way that delivers fair value to customers and supports good customer outcomes. No product is marketed or distributed before it has been through the full product approval process.

- We identify, define and assess target markets at an appropriate level, based on the nature and complexity of our products.

- The design and performance of all new and existing products are subject to regular assessment and review to ensure they continue to provide fair value, remain customer-focused and support good customer outcomes.

Ascot maintains annual Lineslip review and mid-year performance discussions. There is review at each renewal period and ongoing monitoring of key metrics at a granular, per broker level, such as:

- Complaints
- Cancellations rates
- Loss ratios
- Acquisition costs
- Pricing
- Wordings reviews, including relevant exclusions

The features, nature and complexity of our products are carefully matched to our intended distribution channels to ensure they reach our identified target market.

When assessing our products, we consider a list of potential risks:

- Sales risk
- Distribution Risk
- Customer risk
- Servicing Risk

Once all the above risks are analysed, proportionate controls are put in place to ensure the product performs as intended and delivers fair value to customers.

Delegated Authority

Claims - Claims are handled by Woodgate and Clark on Ascot's behalf. Claims must be notified as soon as reasonably practicable and within 30 days.

Complaints - Complaints should be handled in line with the policy complaint procedure and referred to the appropriate Ascot/Binding Underwriter contact.

Target market

This product is aimed at customers who may:

- Want to protect business premises, contents and stock against insured events such as fire, flood, theft or accidental damage, including related business interruption and loss of profits.

- Require liability cover for claims arising from their business activities, including employers' liability, public liability and products liability.

- Need cover for commercial or residential let property portfolios, including buildings damage, property owners' liability and loss of rental income following an insured event.

This product is designed for:

- Are experienced commercial customers located in the UK, Channel Islands or Isle of Man.

- Are typically advised by brokers.

- May include manufacturers, retailers, warehouse operators, hospitality businesses, property investment companies, housing associations, professional service firms, landlords, property management companies and real estate investors.

- Based on reported data, the estimated customer composition is **4% Commercial, 10% Small, 85% Micro and less than 1% Consumer**

Types of customers for whom the product would be unsuitable

- Personal lines customers
- Domestic homeowners insure their own residence
- Individuals seeking personal motor or travel insurance
- Charities or not-for-profit organizations (unless operating on a commercial basis with insurable property or liability exposures)
- Risks falling outside the agreed binding authority appetite, including those with specialist exposures such as aviation, marine hull, financial institutions, or professional indemnity

Distribution strategy

There are various Coverholders who distribute across the three products

The distribution arrangements are:

- Broker led distribution
- All placements are advised sales via professional brokers.
- No direct sales from Ascot to the customers

All products are distributed exclusively through established broker networks with expertise in small business and complex commercial property risks.

This broker-advised model supports appropriate placement for small and micro businesses, reducing the risk of over-insurance or coverage gaps.

16 vulnerable customers have been identified through the claims and complaints process during the review period

The pricing arrangements are:

- Combined Liability is written on a minimum deposit basis, while Property Owners is written on a cancelled and pro rata basis
- No exit fees.
- No separate development or servicing costs are levied onto the customer by Ascot
- The broker commission structure has been assessed and found to be appropriate and reasonable.

Any notable exclusions or circumstances where the product will not respond

There are some limitations:

- Professional advice, design, consultancy and similar services provided for a separate fee are not covered
- Liability arising from motor vehicles requiring compulsory motor insurance, aircraft, drones, watercraft and airside activities is excluded
- Cover excludes asbestos, cyber-related liabilities, war, terrorism and communicable disease claims
- Commercial Combined property cover does not respond to wear and tear, gradual deterioration, faulty workmanship or mechanical breakdown
- Theft cover is subject to security requirements and may not respond where there is no forcible entry or where premises are unoccupied
- Coverage remains subject to all policy terms, conditions, limitations and exclusions

Fair Value Outcome & Monitoring

Overall product performance confirms fair value is being delivered, with no material concerns identified across the Consumer Duty outcomes. The FVA review considered premium and commission information, loss ratios, claims acceptance/repudiation, complaint volumes/rates and cancellation rates.

- No evidence was identified that pricing, commission levels or loss ratio experience creates unreasonable barriers for the identified target market, and Ascot does not impose exit charges.
- Coverage remains broad, responsive to claims and appropriate for the identified target market.
- The product remains appropriate for customers within the identified target market
- Distribution arrangements support customers in receiving suitable advice and information to make an informed decision on whether the products meet their needs.

This product continues to provide fair value to commercial clients, protecting them against material risks while remaining competitively priced and transparent.

Overall, we are comfortable that this product reflects positive customer outcomes, with no evidence of concern relating to product design, coverage, pricing or fair value.

Monitoring and Next Steps

Claims servicing was temporarily affected during the review period following a third-party claims administrator system migration. Corrective actions have been implemented and performance has improved. Ascot continues to monitor claims handling performance through ongoing oversight, service reviews and management information to ensure customer outcomes remain satisfactory.

Other information which may be relevant to distributors

Ascot will continue to seek proportionate information from firms in the distribution chain to support ongoing product monitoring. Ascot has visibility of MGA/Coverholder remuneration and maintains oversight of the distribution channel.

However, due to the structure of wholesale distribution, Ascot may not have direct visibility of all retail broker fees, premium finance charges, ancillary remuneration arrangements or other relevant information. Where this information is available, Ascot may request the following to support ongoing product monitoring:

- Material changes to commission, fees or remuneration arrangements.
- Customer fees, premium finance charges or other ancillary charges where known.
- Changes to the distribution chain, including additional sub-distributors.
- Evidence of customer misunderstanding, sales outside the target market or eligibility breaches.
- Vulnerable customer data, customer feedback, customer cohort or target market breakdowns, market research, Coverholder FVAs, and any other relevant information where available.

The following contact details can be used:

Complaints: Complaints.Inbox@ascotgroup.com

Claims: claims@ascotgroup.com

General: fairvalue@ascotgroup.com

Date Fair Value assessment completed	Q3 2026
Expected date of next assessment	Q3 2027