

## Target Market Statement

Product Name: Q Underwriting Recruitment Combined

<b>Product Type</b>	
Summary of the Product	The Q Recruitment Combined product provides a complete insurance solution aimed at enterprises engaged in the supply of temporary and permanent staff to commercial enterprises. The policy combines property, liability, professional liabilities, legal expenses (*see below) and optional terrorism covers into one comprehensive wording.
<b>Target Market</b>	
Who is the product designed for?	The Q Recruitment Combined Product Insurance is aimed at recruitment firms engaged in the supply of temporary and permanent staff to commercial enterprises.
Are there any characteristics, including those of customer vulnerability which you should be aware of?	Organisations under Financial Strain
<b>Non-Target Market</b>	
Who is the product not designed for?	This product is not designed for clients who do not meet the specific target market as detailed above.  Please refer to the policy documentation for full details of cover and exclusions.
<b>Cover Type</b>	
What are mandatory product features that will meet the needs, characteristics and goals of the target market?	The product provides the following covers: <ul style="list-style-type: none"> <li>• Employers' Liability</li> <li>• Public Liability</li> <li>• Professional Indemnity</li> <li>• Directors and Officers</li> <li>• Cyber (Confidentiality)</li> <li>• Fidelity Bonding</li> <li>• Property Damage All Risks</li> <li>• Business Interruption All Risks</li> <li>• Specified Business Equipment All Risks</li> </ul>

	<ul style="list-style-type: none"> <li>• Money and Personal Accident (Assault)</li> <li>• Computer Breakdown</li> <li>• Terrorism</li> <li>• Group Personal Accident</li> <li>• Legal Expenses * (underwritten by ARAG plc)</li> </ul>
Does the product include optional covers?	<p>This product includes the following optional extensions of cover:</p> <ul style="list-style-type: none"> <li>• Fidelity Guarantee for Personnel Supplied</li> <li>• Vicarious Liability for Personnel Supplied</li> <li>• Driver's Negligence</li> <li>• Corporate Entity Employment Practices Liability</li> <li>• Corporate Entity</li> </ul>
<b>Distribution Strategy</b>	
How should the product be distributed?	<p>The distribution strategy is considered appropriate for the target market with customers purchasing this product through a skilled distributor. This product may be sold by suitably skilled agents/sub-delegates:</p> <ul style="list-style-type: none"> <li>• face-to-face</li> <li>• via telephone</li> </ul>
<b>Assessment of Value</b>	
What should distributors do to ensure the product provides fair value to the end customer?	<p>To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is created by an add-on. Add-ons and optional extras should highlight the key features and benefits along with any significant or unusual exclusions so customer can make an informed choice. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
<b>Additional Product Literature</b>	
What other relevant documents are there for this product?	<p>This document is to be read in conjunction with the full policy wording.</p>