

# Product Review and Fair Value Assessment

## Home Personal Accident

### November 2025

## Home Personal Accident Product Review and Fair Value Assessment

<b>Product Name</b>	Home Personal Accident
<b>Product Status</b>	Existing
<b>Class of Business</b>	Accident (Class 1)
<b>Distribution Method</b>	Standalone
<b>Review Period</b>	01 January 2025 – 31 October 2025
<b>Date of Review</b>	29 November 2025
<b>Expected Date of Next Review</b>	29 November 2026

### Introduction

As part of our product review and approval process, we identify the target market for which the insurance product is intended. In practice, this means we will characterise the needs of the targeted group of customers so that the product can be developed to match these needs.

To understand the target market, our product approval process looks at the objectives, interests and characteristics of the target market and demonstrates how the product offers fair value. Our product approval process will:

- ◆ clearly specify the intended target market and their specific characteristics;
- ◆ conduct a risk assessment to identify all relevant risks to the target market and detail how we intend to overcome or mitigate them;
- ◆ identify clearly whether any vulnerability may be present in the target market and incorporate appropriate safeguards into the product as part of the design process;
- ◆ ensure that the intended distribution strategy is consistent with the target market;
- ◆ identify groups of customers for whose needs, characteristics and objectives the product is generally not suitable or will not provide the intended level of fair value.

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### Product Information

#### Customer Needs & Objectives

This product is designed to provide individual consumers with a financial benefit after a sudden and unforeseen accident, that results in hospitalisation or death to a policyholder(s), family & guests and occurs within the property boundary.

#### Target Market

This product **is** suitable for customers who:

- ◆ want a financial benefit to be paid after a sudden and unforeseen accident that occurs within the home that results in defined injuries resulting in hospitalisation or death
- ◆ are permanent owners residents (homeowners) or occupiers (tenants) of a private residence
- ◆ reside in the United Kingdom (excluding Channel Islands and Isle of Man)

This product is **not** suitable for customers who:

- ◆ do not own or occupy a home
- ◆ own retail, commercial and other premises used for business use
- ◆ reside outside the United Kingdom

#### Specific characteristics and customer vulnerability

There are no specific characteristics to be aware of for this product.

We recognise that some customers and potential customers may have vulnerabilities which can include, but are not limited to, financial circumstances, life events & health issues.

If there is reason to believe that a customer is vulnerable, we will manage them accordingly. This may include updating file notes to ensure staff are aware of the customers circumstances, verify with the customer that the information provided has been understood and offer to provide any additional support where appropriate.

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### Distribution Strategy

This product is sold as a standalone insurance.

The product can be sold on either an advised or non-advised basis (dependant on preference) and in line with FCA regulations. The following sales channels have been selected due to their appropriateness to the Target Market and closeness to the customer:

- ◆ Insurance Companies
- ◆ Insurance Intermediaries
- ◆ Managing General Agents

This product can be sold face-to-face, over the telephone or online through the distributor's website.

### Commission Level

As this product is underwritten by Great American International Insurance (UK) Limited, the commission tolerance has been set by them.

Whilst Arc administers this policy on behalf of Great American, we do not set the commission tolerance for this product.

The commission tolerance for this product is currently around **37.5%**.

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### Fair Value Assessment (FVA)

When undertaking our FVAs, we use all appropriate and relevant data and insights that are available to us including but not limited to:

- ◆ Claims MI, Performance MI, Conduct Risk MI and Helpline Usage;
- ◆ Customer research & feedback (complaints, claims and partners);
- ◆ Distributor Remuneration review and;
- ◆ Results of agent monitoring and oversight of distributor’s processes e.g. call monitoring and file reviews.

### FVA Metrics

A metric-based Fair Value Assessment based on 2025 data sets has been carried out to determine if the product continues to meet the needs, objectives and characteristics of customers as specified in the Target Market.

### Management Information Used

Claims	Performance	Conduct Risk
Claims Frequency	Gross Loss Ratio	Claims Complaints
Claims Acceptance Rate	Gross Net Loss Ratio	Upheld Complaints
Claims Walkaway Rate	Net Loss Ratio	
Average Claims Pay-out		

### Fair Value Assessment – Conclusion

Based on the metric based assessment carried out, it is evident that this product continues to provide fair value to customers now & for the foreseeable future. It can therefore continue to be sold in accordance with the Target Market Statement and Distribution Strategy set out in this product review.

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### Annex 1 – Arc’s Product Oversight & Governance Policy

#### Arc’s Approach

Our approach is to ensure we meet the requirements of Product Oversight and Governance (POG) which naturally work in tandem with our:

- ◆ Product distribution strategy
- ◆ Product approvals and reviews
- ◆ Consumer Duty, Treating Customers Fairly and Conduct Risk policies
- ◆ Training and competence plans

Our aim is to maximise the long-term value of our business but not at the expense of the fair expectations of our customers. Our Senior Management Team is committed to enabling and supporting appropriate decision making so that the targets and aspirations of the business are fully aligned with good outcomes achieved for our customers.

We believe that we are managed and structured to ensure that we treat our customers fairly by having sound systems and controls, adequate skills, care and appropriate judgement. The POG policy of Arc seeks primarily to ensure the right outcomes for customers. This is the responsibility of everyone at the firm, led by senior management. We aim to minimise the danger that our actions may harm clients, threaten the sustainability of our business, cause reputational damage or risk undermining the integrity of the wider insurance market.

The extent to which POG applies depends largely on whether a firm is a manufacturer, a distributor or possibly both.

A “manufacturer” is a firm which is involved in designing, developing, creating and/or underwriting which covers activities prior to the insurance product being approved for marketing and distribution, and on a continuing basis after such approval. A “distributor” is a firm that distributes and/or recommends insurance products and services to clients.

In this regard we assess ourselves as being the lead co-manufacturer alongside our underwriters.

The product manufacturing and distribution arrangements will:

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- ◆ aim to prevent and mitigate customer detriment;
- ◆ support a proper management of conflicts of interest;
- ◆ ensure that the objectives, interests and characteristics of customers are duly considered.

As part of this policy, and in conjunction with all our other related policies, we will ensure that any products we co-manufacture have been through a suitable product approval process and will ensure that written agreements are in place, clearly setting out responsibilities between the parties. We will not co-manufacture products without fully understanding the objectives, interests and characteristics of the target market or determining that they deliver fair value to prevent customer disadvantage or detriment.

### Product Manufacturing Procedures

As a product manufacturer we:

- ◆ maintain, operate and review a product approval process for new products and existing products to which significant adaptations have been made, before such products are marketed or distributed;
- ◆ ensure staff involved in product design and manufacture have the necessary skills, knowledge and expertise for their roles;
- ◆ specify a target market for each product, including, where relevant, identifying groups of customers for whom the product is generally not compatible or who may be deemed to be vulnerable and therefore require further safeguards or support;
- ◆ ensure all relevant risks to the target market are assessed
- ◆ design products to be compatible with the needs, characteristics and objectives of the target market;
- ◆ ensure that the product approval process identifies whether the product (plus any identifiable packages or additional products) provides fair value to customers in the target market including whether it will continue to do so for a reasonably foreseeable period;
- ◆ where, we, as a manufacturer, appoint another firm to design products on our behalf, we will ensure that we maintain regulatory responsibility and ensure that our product approval process is followed;

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- ◆ develop a distribution strategy consistent with the target market;
- ◆ test the product before bringing it to the market;
- ◆ select distribution channels that are consistent with the target market;
- ◆ take reasonable steps to ensure the product is distributed to the target market;
- ◆ monitor and regularly review products (currently annually), to ensure that products remains consistent with the needs of the target markets and the distribution strategy remains appropriate;
- ◆ make available all appropriate information on products and the product approval;
- ◆ provide appropriate information to distributors;
- ◆ document all relevant actions taken in relation to our product approval process and ensure appropriate records are maintained.

It is our intention to ensure that all employees with responsibilities for co-manufacturing insurance products are provided with specific training relevant to their role to allow them to appropriately fulfil their responsibilities.

We maintain a record of our roles and responsibilities as co-manufacturers for each insurer we place business with as agreed with the insurer and outlined in our Binding Authority Agreements and ToBAs.

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### Annex 2 – Roles & Responsibilities

As an MGA with lead co-manufacturing responsibilities, Arc carry out many of the functions which would normally be the responsibility of the Insurer (work transfer) including:

- ◆ Designing & distributing the insured products
- ◆ Setting the gross net price paid by the distributor (distributor sets the gross retail price)
- ◆ Pricing of new business & scheme renewals
- ◆ Claims handling – including the settling of claims
- ◆ Management and oversight of partner agents
- ◆ 24/7 Legal Assistance Helpline & FNOL
- ◆ Supply chain management and oversight of TPAs and panel solicitors
- ◆ The production and review of insurance documentation
- ◆ The collection of premiums and reconciliation
- ◆ Regulatory responsibility for the FCA’s PROD4 & conduct rules

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Below is a more detailed table outlining the roles and responsibilities throughout the distribution chain:

Co-manufacturer		Distributor e.g. Broker/MGA/Insurer
Underwriter	Arc Legal	
<b>Designing the product</b>		
Approving the product	Designing a product to be compatible with the needs, characteristics, and objectives of the target market	Distributing the product to customers in the target market
<b>The insurance cover</b>		
Approving the policy documentation (unless otherwise agreed with Arc Legal)	Drafting the policy documentation (unless otherwise agreed with underwriter)	Ensuring customers receive all policy documentation.
<b>Insurance Product Information Documents (IPID)</b>		
Approving the insurance product information document. For Commercial customers only, IPID not applicable	Drafting the IPID. For commercial customers only, IPID not applicable. Arc Legal will provide customers with the information required under the Insurance Distribution Directive and applicable regulations	Ensuring customers receive the IPID

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Co-manufacturer		Distributor e.g. Broker/MGA/Insurer
Underwriter	Arc Legal	
Price setting		
Approving pricing models and providing Arc Legal with the net underwriting price from which Arc Legal is authorised to bind risks under their binding authority agreements	Providing the distributor with a net price	The distributor may set the gross premium charged to insureds provided that such gross premium shall at all times be "fair" within Principle 6 of the FCA's Principles for Business and otherwise in accordance with the terms of business agreement. Additionally, the distributor shall identify all commissions proposed throughout the distribution chain (by percentage of premium or amount)
Costs/expenses		
N/A	N/A	Costs and expenses associated with any marketing of the product including reproduction of policy documentation and IPID
Target market definition		
Approving the target market identified by Arc Legal	Identifying the target market including, where relevant, identifying groups of customers for whom the product is generally not compatible	Ensuring the product is distributed to customers in the defined target market

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Co-manufacturer		Distributor e.g. Broker/MGA/Insurer
Underwriter	Arc Legal	
<b>Sales and distribution process</b>		
Approving the sales and distribution process	Creating the 'sales model' and detailing all relevant information as to how sales will be carried out/monitored on an ongoing basis	Ensuring the product is distributed to the target market and that all appropriate information on products is provided to customer
<b>Review</b>		
N/A	Monitor and regularly review the product, as a minimum ensuring the product remains consistent with the needs of the target market and the distribution strategy remains appropriate	N/A