

Target Market Statement

This document was prepared by ERGO UK Specialty Limited ('ERGO UK') in accordance with regulatory responsibilities under PROD 4.2 as the manufacturer of this product.

The purpose of this Target Market Statement is to provide clear information about who ERGO's products are designed for, who they are not intended to support and how ERGO expects the product should be distributed.

Carrier name	Great Lakes Insurance UK Ltd
Product name	Household
Date of most recent Target Market Statement	September 2023
Product Review and Target Market Assessment frequency ¹	Every 12 months

Product summary

This is a personal lines general insurance product designed for individuals who wish to insure their home &/or its contents against loss or damage.

Who is the target market of this product?

This product is designed for individuals:

- Who own a home situated in the United Kingdom (England, Scotland, Wales, Northern Ireland), the Isle of Man or the Channel Islands and are looking to insure that home;
- Who have no unspent (non-motoring) criminal convictions, or prosecutions pending.

Who is the product not designed to support?

This product is not designed for individuals:

- Who have unspent criminal convictions;
- Whose home has flooded or is at high risk of flooding;
- Who are seeking insurance for a home situated outside the United Kingdom, the Isle of Man or the Channel Islands;
- Who are seeking to insure business premises;
- Who are subject to any economic, financial or trade sanctions.

¹ In line with PROD 4.2.34R and PROD 4.2.34B R, ERGO will undertake a review every 12 months or more frequently where the potential risk associated with the product makes it appropriate to do so. ERGO will apply a risk-based approach to product governance and continuously review products to ensure ongoing fair value for customers in the target market.

Does this product include optional covers?
No
Can this product be sold without advice?
This product can be sold with or without advice from an insurance intermediary.
How should this product be distributed?
<p>The product will be distributed via selected coverholders, who will be accessed by selected wholesale and retail insurance brokers, acting for target market customers who are eligible for the cover in accordance with our new business / renewal acceptance criteria. Alternatively in some instances the target market customers may access the coverholders directly.</p> <p>The product is relatively straightforward, and the target market customers are generally familiar with similar insurance products.</p> <p>The distribution strategy is considered appropriate for the target market, with customers able to purchase the product through a distributor of their choice.</p>
Other information which may be relevant to distributors
This document should be read in conjunction with the policy wording and IPID or summary document.