

Target Market Statements – Azur Underwriting (Ireland) Ltd.

This document is designed to provide advisers with the appropriate information to enable them to understand the identified target market and expected distribution strategy for each insurance product manufactured by Azur Underwriting (Ireland) Ltd.

PRIVATE CLIENT HOME (EUROPE)

What customer need is met by this product?

This product is designed to provide financial protection for all risks damage to buildings, contents, art and collections, valuables, legal expenses, personal cyber and annual travel.

Who is this product designed for?

High Net Worth (HNW) customers, with a single main residence in Ireland or HNW customers with a main residence in Ireland and additional properties in Ireland and or Europe.

Who is this product not designed to support, or are there any features that you should be aware of when considering this product for your customer?

This is a worldwide all risks high net worth product aimed at High Net Worth individuals and not designed to compete on price against standard market insurers.

Can this product be sold with or without advice?

This product can be sold with or without advice depending on your preference and in line with FCA regulations.

How can this product be distributed?

Private Client Home (Europe) has been designed for customers who typically value the help of an insurance intermediary. We expect this product to be available through an intermediated distribution strategy.