

Target Market Statement

Zurich Multi-Fracture Cover

The Zurich Multi-Fracture Cover target market statement supports intermediaries and helps them understand the distribution strategy and identify the likely characteristics and eligibility of the customers in the target market. It outlines:

- What the benefit is designed to do
- How it should be distributed
- Target market customer characteristics and risk profile
- Key eligibility criteria for customers in the target market
- Key features of the benefit and how they meet customer needs
- Who the benefit won't be suitable for (the non-target market)

What the Zurich Multi-Fracture Cover benefit is designed for



To provide customers with financial support whilst they recover from a broken bone, dislocation, Achilles tendon ruptures or cruciate ligament tears.

Distribution Strategy

This benefit is only available to customers who have a need for a Personal Protection or Income Protection product to meet their primary insurance needs. This benefit can only be added as an optional benefit to these products when the policy starts and must not be the main reason for the customer purchasing the primary product.

It's designed for customers who want to buy with the help of an insurance intermediary. It may be sold either face-to-face or by phone and can be sold on both an advised and non-advised basis.

Where an intermediary becomes aware of a change in a customer's circumstances or as part of a regular customer review process, they should assess whether the benefit still meets the customer's long-term needs and objectives. To support intermediaries, Zurich provides customers with annual statements detailing their current options and what changes can be made to their policy.



The target market

Customers that have a specified need for:

- A lump sum payout (up to £6,000) if they suffer from a broken bone, dislocation, Achilles tendon rupture or cruciate ligament tear.

They'll also understand that:

- This benefit is only available to them whilst they have a Personal Protection or Income Protection policy and missing premiums for two consecutive months will result in the policy ending and loss of this benefit with no refund of premiums.
- This benefit does not cover injuries from certain sports or pursuits.
- If they remove the benefit from the primary product, they won't be able to add it back on again.
- We'll ask for copies of medical evidence to confirm full details of the injury when the customer claims.
- It isn't an investment benefit and has no surrender or cash value.
- This benefit will expire at age 69, even if the primary product continues beyond this age.

Eligibility criteria for customers in the target market



Customers must:

- Be a UK resident with no current intention or plans to live abroad.
- Be aged between 18 and 64 when applying for the benefit.
- Apply for a Personal Protection or Income Protection policy with a minimum policy term of five years.
- Be registered with a UK doctor when the policy starts and for:
 - At least six months before applying for a Personal Protection product, or
 - At least two years before applying for a Income Protection product.
- Pay the premiums from a UK bank account.
- Be willing to provide medical evidence of their injury as part of any claim.
- Have an occupation that is not excluded from taking out this policy benefit.
- Not already have Multi-Fracture Cover on any other policy with Zurich.

Likely needs of the target market



Financial support

Multi-Fracture Cover protects customers from the cost of broken bones, dislocations, Achilles tendon ruptures or cruciate ligament tears. An injury like a broken bone could mean a customer is off work for several weeks. This benefit provides a financial cushion that allows them to concentrate on their recovery.

Who the benefit won't be suitable for (non-target market)

Multi-Fracture Cover won't provide the intended value to customers who:



- Are under the age of 18 or over the age of 64 when the benefit starts. These customers are outside of the age eligibility criteria.
- Suffer from osteoporosis.
- Are a professional or semi-professional sportsperson.
- Want to be covered for injuries which occur through participation in sport where they're paid or compensated for participating.
- Want to be covered for injuries that occur when taking part in or training for any of the following sports or pursuits;
 - rugby, Gaelic football or American football
 - boxing, combat sports, martial arts or cage fighting
 - hockey, lacrosse, hurling or shinty
 - horse riding, horse jumping or polo
 - motorcar or motorcycle sport
 - BMX biking, mountain biking, rollerskating or skateboarding
 - skiing or snowboarding
 - extreme sports, for example, but not limited to, base jumping or parkour
 - rock climbing, mountaineering, caving, potholing or abseiling
 - private flying, paragliding, gliding or parachuting
- Want an investment benefit or a cash-in value.
- Need a lump sum to be paid if they die.
- Need a lump sum to be paid if they're diagnosed with a critical illness.
- Need a monthly income if they can't work because of an illness or injury.
- Decide to move abroad and reside in a country where we're unable to properly assess their claim.

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