

Zurich Business Whole of Life

Target market statement



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 the Zurich Business Whole of Life product and the various optional benefits available.

The **Zurich Business Whole of Life** product has been designed to be suitable for business customers with a lifelong protection need. As examples it means it could be suitable for business owners who:

- Have a lifetime interest in a partnership or company and want to ensure their dependants or beneficiaries inherit the value of their share of that business.
- Want to protect a key individual should that employee die or be diagnosed with a terminal illness.

Zurich Business Whole of Life may not be suitable for:

- Businesses where there is no definite lifetime need for protection.
- Businesses who only have a need for business protection for a fixed term such as to cover a commercial loan.

Cover type

Level cover will typically be suitable where the business protection need remains stable.

Increasing cover may be more suitable where the business owner wishes for the cover to keep pace with inflation or increase to remain in line with the increasing value of the business.

Waiver of premium (optional benefit)

The **waiver of premium** optional benefit may be suitable for business owners who want to ensure that the premiums for the business protection policy continue to be paid in the event that the life insured is ill and unable to work for more than six months.

Distribution strategy

Zurich Business Whole of Life has been designed for businesses who value the help of an insurance intermediary. We expect this product to be sold through an **intermediated distribution strategy**.

For financial advisers only – not for use with your clients.

Zurich Assurance Ltd.

Registered in England and Wales under company number 02456671.

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