

Zurich Personal Protection

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 Personal Protection product and the various optional benefits available.

The **Zurich Personal Protection** product has been designed to be suitable for customers who wish to protect against the financial implications of death or serious illness and who primarily require cover for a fixed term. The target market covers a broad range of customer segments, but customers will typically, but not exclusively, be in the 25-65 age range. The primary targets for Zurich Personal Protection are covered by the following customer segments:

- customers aged between 25 and 39, fewer responsibilities, affluent or likely to be in future.
- customers aged between 40 and 55, peaking responsibilities, affluent.
- customers aged 55+, reducing responsibilities, affluent.

Zurich Personal Protection may not be suitable for:

- Individuals with group life cover arrangements through their employer.
- Individuals who would create no financial obligations in the event they were to die or suffer a serious illness (for example customers with, no mortgage or Inheritance Tax liabilities).
- Individuals who have no financial dependants.
- Individuals who need protection for the rest of their life (unless they select the conversion option).

For **critical illness** specifically it will be suitable for individuals who wish to protect themselves against the

financial cost of suffering a serious, life changing illness, and can help them pay off debts such as a mortgage, pay for treatment, care or other specialist equipment needed to help them recover or cope with the illness, and compensate for a loss of income that may occur as a result of the illness.

Individuals who need critical illness cover tend to be of working age, with the core market likely to be between ages 25-55 (although younger and older ages than this are possible). For customers in this core market, if they did suffer a critical illness it would be likely to materially impact on their financial resilience and the payout from the insurance policy will help them protect their financial wellbeing.

Zurich Personal Protection includes two levels of critical illness cover: **Critical Illness** and **Critical Illness Select**. The core level of cover provides a comprehensive package for customers looking to protect their family and liabilities in the event they suffer a critical illness. Zurich Critical Illness Select offers a number of additional features and may be suitable for customers who want to extend the cover to further support their family.

Critical illness may not be suitable for:

- Anyone already suffering a critical illness and would possibly not meet underwriting criteria.
- Anyone with sufficient group critical illness cover through their employer, although many of these offerings are through flexible benefits, where cost and benefits may not be comparable.

Cover type

Level cover will typically be suitable where the protection needs of the customer remains stable.

Increasing cover will typically be suitable where the customer wishes for their cover to keep pace with inflation. As an example this may be suitable for family protection cases to help the family stay in their home or compensate for a loss of income.

Decreasing cover will typically be suitable for customers with a mortgage or loan to repay, where the debt is decreasing over time and the customer wishes to ensure any outstanding amount will be cleared on death or critical illness.

Children's benefit (optional benefit)

Including **children's benefit** (alongside critical illness cover) on a policy is likely to be suitable for anyone with children up to the age of 22, where they wish to protect against the risk they incur costs or loss of income caring for their child in the event they suffer a serious illness. For younger customers without children, but who are considering having children in the near future, it may be suitable to include the children's benefit.

Children's benefit would not be suitable for anyone who has children grown up beyond 22 and with no plans to have or adopt further children.

Renewal option (optional benefit)

The **renewal option** may be suitable for customers where there is an indefinite liability or a dependant to protect but the term this is needed for is unknown. Examples where this benefit could be suitable include:

- Interest only borrowing to be repaid on death, long term or serious illness.
- Providing cover to enable ongoing care to be paid for dependants such as parents or disabled children.

Conversion option (optional benefit)

The **conversion option** may be suitable for customers who currently have a whole of life protection need which may reduce in the future. This will primarily be for Inheritance Tax (IHT) planning where the customer may feel that their IHT liability could be reduced by government changes to IHT limits and legislation or they may reduce this themselves by gifting or using their financial assets.

The conversion option may also be suitable for customers who cannot currently afford a whole of life policy due to their current financial circumstances. They may have another liability such as a mortgage or the need to cover dependants that will end at a specific point in the future, making larger premiums more affordable at that point in time.

This option may also be suitable for customers who have personal liabilities that do not have a fixed ceasing date and dependants who could be dependent for life.

Total permanent disability (optional benefit)

The total permanent disability benefit may be suitable for customers who want to protect themselves against an eventuality (not covered by the conditions under the policy) that would mean they are never able to do their own occupation again before they turn 60 due to any illness or injury.

Waiver of premium (optional benefit)

The **waiver of premium** optional benefit may be suitable for working customers who want to ensure that the premiums for their protection policy continue to be paid in the event they are ill and unable to work for more than six months.

Multi-fracture cover (optional benefit)

The **multi-fracture cover** optional benefit may be suitable for anyone who wishes to protect themselves against the risk of suffering an injury, and the financial implications of this.

It may not be suitable for anyone with osteoporosis, or anyone who takes part in specified sports or activities with a high risk of injuries, as fractures as a result of these are specifically excluded from the cover.

Distribution strategy

Zurich Personal Protection has been designed for customers 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.

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