

Zurich Relevant 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 Relevant Life product and the various optional benefits available.

The **Zurich Relevant Life** product has been designed to be suitable for employers, usually a small business, to provide tax efficient life cover for individual employees. It offers financial protection for the employee's spouse, partner or dependants, paying out a cash lump sum if the employee dies or is diagnosed with a terminal illness during the policy's term.

As examples, it could be suitable for employers who:

- Have a small business without enough employees to set up a group life scheme.
- Want to provide death-in-service benefits to their employees that exceed those payable under the main company scheme.
- Have employees that have substantial pension funds and don't want their death-in-service benefits to form part of their pension lifetime allowance, or for premiums to impact their protection from the lifetime allowance.

Zurich Relevant Life may not be suitable for:

- Employers who have a suitable group life cover arrangement for their employees.

- Employers who already offer suitable death-in-service benefits for their employees.
- Temporary employees or contractors.

Cover type

Level cover will typically be suitable where the protection needs of the employee remain stable.

Increasing cover will typically be suitable where the employee wishes for the cover to keep pace with inflation or keep pace with the employee's salary.

Decreasing cover will typically be suitable where the employees have a mortgage or loan to repay, where the debt is decreasing over time and the employee wishes to ensure any outstanding amount will be cleared on death.

Distribution strategy

Zurich Relevant Life has been designed for employers 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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