

Zurich Investment Life Cover

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 Investment Life Cover product.

The **Zurich Investment Life Cover** product has been designed to be suitable for customers who want to protect against the financial implications of unexpected death which coincide with a downturn in the financial markets. In particular these are customers who:

- Want to invest for capital growth and understand the risks associated with a stock market type of investment but want to add some protection against these risks, if they were to die.
- Understand the need for advice from a financial adviser before making a decision to invest or take out the plan.

Zurich Investment Life Cover may not be suitable for customers who:

- Don't understand the risks associated with a stock market type of investment and therefore the potential need to purchase protection against this.
- Don't require protection against stock market volatility and are happy to take the investment risk.

Distribution strategy

Zurich Investment Life Cover has been designed for customers who value the help of an insurance intermediary. We expect this product to only be sold through an **intermediated distribution strategy**, via the Zurich Intermediary Platform.

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

Zurich Assurance Ltd.

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