



**Product Name(s)**

**AXA First**

<b>Product Type</b>	Personal Lines general insurance product suitable for individuals living in a private residential property which they own or rent for their own habitation
<b>Product Status</b>	This product is open to new and renewal business
<b>Who is the product designed for?</b>	<p>This product is designed for UK based individuals aged 18 or over at the time of sale who:</p> <ul style="list-style-type: none"> <li>✓ Have no unspent (non-motoring) criminal convictions, or prosecutions pending</li> <li>✓ Have not been declared bankrupt, subject to CCJs or IVAs, and have minimal insurance loss history</li> <li>✓ Live in a property of standard construction with no more than 3 bedrooms, which is not listed and was built no earlier than 1850</li> </ul>
<b>Who is the product not appropriate for?</b>	<p>This product is not designed for individuals:</p> <ul style="list-style-type: none"> <li>✗ Who don't live in the UK;</li> <li>✗ Who are not aged 18 or over;</li> <li>✗ Who have unspent criminal convictions;</li> <li>✗ Who have been declared bankrupt, or subject to CCJs or IVAs;</li> <li>✗ Who use the property for non-clerical business purposes (without referral);</li> <li>✗ Who let the property to more than one Lodger or Tenant;</li> <li>✗ Whose property is unoccupied;</li> <li>✗ Who live in a property which either has more than 3 bedrooms; is of non-standard construction; is listed; was built before 1850;</li> <li>✗ Who live in a property, built since 2009, which has flooded or is at high risk of flooding;</li> <li>✗ Who wish to insure Buildings where the property has suffered damage from subsidence, heave or landslip;</li> <li>✗ Who have suffered Buildings or Contents theft loss(es) in the 12 months prior to inception;</li> <li>✗ IHP Only - Who have suffered Buildings or Contents theft, Escape of water/oil, Malicious Damage, Riot/Civil Commotion, Underground Pipes (only where buildings is selected) loss(es) in the 12 months prior to inception;</li> <li>✗ Who have suffered any claim in excess of £10,000 in the last 5 years.</li> </ul>
<b>What are mandatory product features that will meet the needs, characteristics and goals of the target market?</b>	<p>This product provides the following cover, up to agreed specified limits:</p> <ul style="list-style-type: none"> <li>• Buildings and/or Contents</li> <li>• Occupiers and Public Liability (Contents)</li> <li>• Property Owners Liability (Buildings)</li> </ul>
<b>Does the product include optional covers?</b>	<p>The following optional covers can be added:</p> <ul style="list-style-type: none"> <li>• Accidental Damage</li> <li>• Personal Possessions</li> <li>• Home Emergency</li> <li>• Legal Expenses</li> </ul>
<b>How should this product be distributed?</b>	The distribution strategy is considered appropriate for the target market with customers having the option to purchase these products through a distributor of their choice. These products are considered suitable for advised and non-advised sales by suitably skilled agents or sub-delegates via telephone, face to face or an appropriately designed on-line journey.
<b>What should distributors do to ensure the product provides fair value to the end customer?</b>	<p>To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Add-ons and optional extras should highlight the key features and benefits along with any significant or unusual exclusions so customer can make an informed choice. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
<b>Additional Product Literature</b>	This document is to be read in conjunction with the appropriate policy wording which is available through the AXA Connect broker portal.