

Target Market Statement and Value for Money Assessment Outcome - Global Treatment

Aviva's product oversight & governance

Why are you telling me about this?

Under the FCA's rules, we are required to inform you we have governance processes in place to oversee the design, approval and review of our products that adhere to regulatory requirements set by the General Insurance and Pure Protection Pricing Practices Market Study (PS21-05) and Consumer Duty (PS22-09). We regularly review our products to ensure that they remain suitable for the target market and that they continue to operate in line with customer expectations. This includes an assessment of the value received by customers through our products; which is referred to as the 'Value for Money Assessment'.

What controls does Aviva have in place?

We have well established governance processes which:

- formalise approval of new product developments and changes to existing products
- identify target markets for each product
- test customer understanding
- consider needs of vulnerable customers
- monitor post-sales performance.

Why are you telling me about this?

The rules require us to consider several points when designing our product range, including:

- specifying an identified target market for a typical group of potential customers
- identifying relevant risks to the target market
- making sure that the intended distribution strategy is appropriate for the identified target market
- requiring us to take reasonable steps to make sure we distribute the insurance product in line with the target market for specified distribution channels.

What does this mean for me?

We've developed target market statements to give you, our distributor, clarity on who the product is intended for (and who it is not) and how customers can buy the product.

Using these target market statements should help you in your consideration of:

- how the distribution strategy aligns with the target market statement
- the demands and needs of the customer
- whether any of the customers may be outside of the target market due to eligibility or exclusions
- what limitations, exclusions or alternative insurance cover in place might inhibit a customer from getting full value from the product
- that fees and charges are appropriate to the service being delivered for customers
- vulnerable customers and the target market focusing on whether they may require additional support in their decision-making.

Value for Money Assessment

- The Value for Money assessment considers a range of indicators and measures which contribute to the overall value delivered to our customers which includes the policyholder, insured members and policy stakeholders. These measures include:
- Target Market and Distribution Strategy - Ensuring that the target market is defined at a sufficiently granular level and distribution approaches are appropriate. This is done by assessing customer demographics, product persistency and oversight of distributors selling the product.
- Customer claims - assessing the claims experience of the product, including a review of whether the customer benefit ratio - value of claims paid out compared to the value of premiums received - is within tolerance, an assessment of whether claims accepted vs. claims declined is within a set tolerance and analysis of declined claims.
- Commission and margin levels - to ensure these are appropriate for the service received by the customer. This includes reviews of the commission ratio - the proportion of a customer premium that goes towards paying commission, profit ratio - the proportion of a customer's premium that goes towards profit, and a breakdown of a customer's total premium to indicate how much goes towards customer, distributor, and manufacturer costs.
- Complaints - analysis of customer complaints to identify and resolve root causes in particular where the product fails to deliver as expected. The percentage of customer complaints received will be assessed against the total number of active customers and will be judged against a set tolerance.
- Service delivery - to ensure service levels are in line with those we have led customers to expect. Several metrics will be assessed across operations (customer feedback surveys, percentage of calls answered, quality assurance), claims (claims customer feedback surveys, percentage of claims settled within 30 days, percentage of calls answered), and underwriting (straight through processing rates).
- Communications - to ensure customers receive communications which are clear, accurate, timely and appropriate. Customer communications will be assessed against the Aviva standard which was brought in following Consumer Duty.

We base our level of oversight on the type and complexity of each insurance product, our identified target markets and the level of financial understanding.

Value for Money Assessment outcome

The below table outlines when the last assessment took place, when the next assessment is due to take place and the outcome of that assessment.

Product Name:	Global Treatment
Date Value for Money Assessment Completed	May 2025
Expected Date of Next Assessment	May 2026
Outcome	Providing Fair Value

Global Treatment - Target Market statement:

What customer need does this product meet?

This benefit is designed to provide customers with access to hospitals outside of the UK, the Channel Islands, the Isle of Man or Gibraltar for specific treatments. The benefit is provided in conjunction with Further Underwriting International, who will identify available hospitals and make all arrangements, including travel, accommodation and treatment. These costs will also be taken care of through Global Treatment.

Who is Global Treatment designed for?

This benefit is designed for customers aged 18-84 who would like to ensure that if they or their eligible children were seriously ill and required treatment, they would have access to treatment options anywhere in the world. This includes certain treatments for the following conditions: bone marrow transplant, cancer, coronary artery bypass, heart valve replacement or repair, live-donor organ transplant and neurosurgery.

Full details of what treatments are covered and benefit limits can be found in the policy conditions.

Global Treatment is only available as an added benefit, for an additional premium, for customers who are purchasing either Aviva's Life Insurance+, Critical Illness+, Income Protection+ or Living Costs Protection policies. It is not available as a stand alone product.

This benefit is available to customers who are in the UK, the Channel Islands, the Isle of Man or Gibraltar, with a legal right to live in that jurisdiction, and consider their main home as being in the UK, the Channel Islands, the Isle of Man or Gibraltar and have no current intention of moving anywhere else permanently. If the customer moves outside of these territories then Global Treatment will be removed from their protection policy.

This benefit is renewed every 3 years when the premium may change, but your customer can choose to remove this benefit from the protection policy at any time six months after the policy start date.

Global Treatment is suitable for customers who	Global Treatment is not suitable for customers who
<ul style="list-style-type: none">✓ are aged between 18 and 84✓ would like access to hospitals and specific treatments outside of the UK, the Channel Islands, the Isle of Man or Gibraltar and are happy to travel overseas✓ understand there is a £1,000,000 per policy maximum annual limit and a £2,000,000 maximum lifetime limit✓ would like the flexibility to review and renew the benefit every 3 years✓ will pay the premiums from a UK based bank or business society account.	<ul style="list-style-type: none">✗ who would like cover past the age of 84, as this is the maximum age covered✗ would like to pay a guaranteed premium for the benefit, as the benefit is renewed every 3 years the premium may change✗ would like coverage of costs exceeding £1,000,000 annually and £2,000,000 over a lifetime, as these are the maximum amounts covered✗ require joint Global Treatment cover. Global Treatment is only available on an individual basis. Customers applying for Joint Life cover would need to apply for their own individual Global Treatment benefits

Vulnerable Customers

This product may be purchased by customers who currently have characteristics of vulnerability, or may develop characteristics of vulnerability throughout the life of the policy. These vulnerable characteristics include but are not limited to: hearing and visual impairments, ill health or recovering from ill health, physical disability, poor mental health, severe or long term illness, bereavement, job loss, caring responsibility, domestic abuse, relationship breakdown. There is support available to help customers in some of these situations.

How can I sell Global Treatment?

Global Treatment cannot be purchased as a standalone product. This benefit is available for an additional premium if the customer is purchasing Aviva's Life Insurance+, Critical Illness+, Income Protection+ or Living Costs Protection policies. You should refer to the 'Target Market statement and Value for Money Assessment Outcome' document for the relevant protection product for guidance on selling without advice.

You can sell Global Treatment face to face or by telephone.

Feedback

Should you feel a product doesn't meet these customers' needs or is potentially unclear, you can help us by providing feedback through your usual communication channels.

Please remember Aviva accepts protection applications from you in line with our agreed terms.

Please get in touch with us if you'd like a copy of the agreement.

Need this in a different format?

Please get in touch with your usual Aviva contact if you would prefer this Target Market Statement (**PT151265**) in large print, braille, audio or in a different colour.