

Product Governance and Fair Value Assessment

Plum Underwriting is committed to conducting its business in a fair, honest and open manner and we ensure that we have appropriate product oversight and governance systems and controls in place to offer products that have been assessed as providing fair value to customers that are within the appropriate target market.

This summary document has been created to fulfil our responsibilities under fair value regulations. This document should not be used as a sales or marketing tool. The client facing broker must act in the best interests of each customer individually when deciding whether to recommend a particular policy or not.

Product Information

Product	Premier UK
Version Number	PRE/0125/PW

Assessment

Most Recent Review	September 2025
Product Type	Residential Household Insurance
Manufacturer / Co-manufacturer	Plum Underwriting For Sections 1-5 Either 100% Zurich Insurance Company Ltd or 100% Canopi For sections 6 and 7 (Legal Expenses & Identity Theft and Home Emergency): 100% underwritten by ARAG Legal Expenses Insurance Company Limited under a facility managed by ARAG plc. (from 01/01/2025) For section 8 (Cyber): 100% underwritten by HSB Engineering Insurance Limited (HSBEIL).
Territorial Limits	For properties situated in England, Wales, Scotland, Northern Ireland, The Isle of Man and The Channel Islands
Target Market	This product is designed to provide cover for “clean” risks as well as providing cover for clients (with contents exceeding £150,000) who require flexibility in the underwriting, we try to find practical insurance solutions for each customer’s specific needs.
Outside Target Market	Customers who do not have specialist home insurance requirements that can be serviced by standard home insurance suppliers.
Characteristics of the product aimed at meeting the needs of the target market	Cover Sections: 1. Buildings 2. Contents including Fine Art, Antiques and Valuables 3. Fine Art 4. Valuables 5. Your Liabilities 6. Legal Expenses & Identity Theft 7. Home Emergency 8. Cyber

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	Add Ons: There are no add on covers available to purchase separately under this product. Key Exclusions - Any alternative accommodation or denial of access costs incurred before we provided our agreement to pay - Any loss or damage caused by escape of oil from an oil tank unless you can provide evidence that the oil tank is less than 10 years old or that it is inspected annually by a qualified OFTEC engineer and certified as in good condition without the need for repair or replacement - Any loss or damage caused by wilful acts by you or any of your employees - Any loss or damage that commenced before cover starts - Any loss or damage caused by gradual deterioration, rusting, corrosion, rot, fungus, warping, action of light, moth or vermin, rodents, insects, pests, mould, damp, infestation, climatic conditions, mechanical or electrical breakdown, fault or failure Key Restrictions - If the home is unoccupied for more than 60 consecutive days, we do not insure loss or damage caused by theft, attempted theft, vandalism, malicious or accidental damage or escape of oil from any fixed heating installation or any domestic appliance - If the home is unoccupied for more than 60 consecutive days, we do not insure loss or damage caused by frost damage or frozen pipework and resultant water damage, or escape of water unless the water supply is turned off at the mains and all systems drained or the heating is in operation to ensure a constant minimum temperature of fifteen (15) degrees Celsius is maintained throughout the home during the months of October to April
Distribution Strategy	This product is intended for distribution via FCA authorised brokers only. Brokers must be approved by us and enter into our standard format TOBA. Our preferred method of agreeing TOBAs is via REG. Brokers may access this product via our online portal. Sub- broking is not permitted without our express written consent as it is outside our risk appetite.
Commission	We will agree a commission rate with each distributor. All distributors should be able to demonstrate that commission received bears a reasonable relationship to the actual costs of their contribution/level of involvement or benefit added by them to the distribution arrangement. We may ask you to justify your commission rate.
Other Remuneration	We will charge an Underwriting Fee on any new business or renewal policy taken up. We will also charge a fee if your customer requests to cancel the policy during its term (other than in the cooling off period). Full details regarding our fees can be found within the quote and issue cover Schedule Statement of Fact. We review our fees annually to ensure that they remain appropriate. We may ask you provide details of remuneration you earn in connection with the sale of our policy. This includes any fees, premium finance earnings, earning from non-insurance products or add-ons sold alongside our policy.

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	You must ensure that your arrangements are consistent with FCA rules on conflicts and incentives. You should review all remuneration arrangements at least annually and share the outcome of that review with us on request.
Fair Value Review	Our product governance process requires a full review of all products at least annually to determine if the product offers fair value to the end customer. These reviews consider the target market, distribution strategy, remuneration, marketing, product information, product performance, product design and feedback from distributors and customers. We also monitor conversion rates, renewal retention, cancellations, loss ratios, claims and complaints as part of this review process. We are satisfied that the product offers fair value to its intended Target Market subject to distributors • not charging customers additional amounts over and above the gross premium plus underwriting fees quoted by us without first determining that they do not have a detrimental effect on the value of the product. • Ensuring that no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy
Customers for whom the product is not expected to provide fair value	This product would not be expected to provide fair value to policyholders/risks that fall outside the Target Market.
Relevant documents available via our website	IPID Broker Product Summary Policy Wording Whats Changed Document

Providing Feedback and Product Training

We welcome any feedback from our distributors on the performance of our products. All feedback will be considered in our next product review.

If you believe that your staff would benefit from additional training on this product, please let us know.