

CONVEX INSURANCE UK LIMITED

Product Oversight and Governance

PRODUCT PASSPORT

Commercial Poultry Insurance Policy: All Risks

1. Summary

As a manufacturer of insurance products, we are required to provide you with information to enable the compliant sale of our products. The information contained in this document should support you in:

- Understanding the Convex product being distributed
- Identifying the appropriate target market
- Observing requirements of the Insurance Distribution Directive
- Safeguarding the best interests of the target market

We further outline the requirements of product oversight & governance (POG) rules and the respective roles and responsibilities of manufacturers and distributors.

2. Product Oversight and Governance

Product Oversight and Governance (“POG”) refers to the systems and controls firms have in place to design, approve, market, and manage products throughout the products’ lifecycle to ensure they meet legal/regulatory requirements and deliver fair value to customers.

POG is principally governed by the Insurance Distribution Directive (EU) 2017/2358. The Directive applies to all firms that manufacture and distribute insurance products in the UK/EU, however, care should be taken to identify any additional local rules that may apply on a state level. The information in this guide is limited to the requirements of the IDD and UK FCA product governance rules (PROD 4).

3. POG Roles and Responsibilities

Maintaining effective oversight and governance arrangements is the responsibility of both ‘Manufacturers’ and ‘Distributors’. A Manufacturer is “a firm which creates, develops, designs and/or underwrites a contract of insurance”, whereas a Distributor is anyone engaged in advising on or proposing contracts of insurance.

As a carrier, Convex is deemed a manufacturer, however, in some instances, there will be co-manufacture between Convex and another insurer or distributor. Co-manufacturing occurs when two or more parties have a “decision-making role in determining the essential features and main elements of a product, including coverage, price, costs, risks, target market and compensation/guarantee rights”.

3.1 Manufacturer’s Responsibilities

It is the responsibility of (co)manufacturers to furnish distributors with appropriate information to guide the distribution of products. In addition, manufacturers must maintain a product approval process to:

- Identify suitable/non suitable target markets for products

- Conduct product testing
- Select appropriate distribution channels
- Periodically monitor and review products
- Develop insurance product documents (IPIDs)

The allocation of POG responsibilities between co-manufacturers will be reflected in the IDD endorsement of the Binding Authority Agreement or Slip.

Manufacturers must also ensure that staff engaged in the development and distribution of products complete a minimum of 15 hours relevant CPD training per annum.

3.2 Distributors Responsibilities

It is the responsibility of all distributors to maintain up to date knowledge of the product being sold, its intended target market, the needs of that market, and the distribution strategy. As per IDD requirements, regulated distributors must complete a minimum of 15 hours CPD training covering:

- The terms and conditions of product(s) being sold
- Relevant knowledge of claims handling
- Relevant knowledge of complaints handling
- Relevant knowledge of applicable laws/regulations governing distribution of the product
- Assessment of customer needs
- Business ethics standards
- Minimum necessary financial competency

Distributors must obtain from the manufacturer all the information required to distribute products in accordance with IDD requirements. Should further information be needed to enable the compliant distribution of a Convex product, please notify your Convex contact.

Distributors must make this product passport available to all approved sub agents/ intermediaries in the distribution chain.

Distributors must also regularly report to Convex the sales, claims, and complaints information it accumulates in relation to a Convex product. In addition, an annual questionnaire will be sent to distribution partners to monitor the ongoing fair value of products.

Lastly, distributors must be alert to and promptly notify Convex of any product related circumstances that may adversely affect the interests of customers.

Product Details	
Product Name	Commercial Poultry Insurance Policy: All Risks
Product Reference	CVX-LS-005-0125
Product Manufacturer	Convex Insurance (UK) Limited
Line of Business	Livestock
Binding Authority Reference	NA
Effective Date	NA
Date of Last Review	01.02.2025

Product Description
<ul style="list-style-type: none"> The Commercial Poultry all risks of mortality cover is a specialised product intended for commercial Poultry clients acting within the course of their trade or profession. The product is designed to provide mortality cover to commercial poultry businesses with options for extensions to this cover as listed below. The product indemnifies the insured if the animal dies from accident, illness or disease subject to veterinary confirmation whilst in situ as defined in the territorial limits of the policy. The policy will pay the insured the market value of the animal, excluding where Government compensation is paid or payable for the total market value for the animal.

Product Features	
Covers	<p>The core cover is for death or humane destruction of insured animals caused by accident, injury, illness or disease (as defined in the Policy) during the period of insurance.</p> <p>Cover can be extended the following:</p> <ul style="list-style-type: none"> Limited theft and unlawful removal. Cleanup costs (Diseases) Increased Costs of Working Loss of Production & Diminution Value Intentional Slaughter (Salmonella) Intentional Slaughter (Denial of Access) Government Slaughter Heat Stress Endorsement Human Error Endorsement

	<ul style="list-style-type: none"> ○ Road Transit Endorsement ○ Disease Natural Death Endorsement ○ Newly Acquired Animals Endorsement ○ Power Interruption and Equipment Breakdown Endorsement ○ Protection of Animals Extension
Key Exclusions	<p>Across the whole policy:</p> <ul style="list-style-type: none"> • Intentional Slaughter • Surgery, Medication, Intentional Acts and Failure to Provide Care • War and Terrorism • Confiscation • Radioactive Contamination, Chemical, Biological, Bio-Chemical and Electromagnetic Weapons • Cyber • COVID-19 • WOAHA Listed Diseases (World Organisation for Animal Health) • Jurisdiction and Geographical Limits • Veterinary Fees • Old Age • Embryo • Indirect Loss • Transit (unless agreed) • Limited theft and unlawful removal of the animal, unless agreed
Main Restrictions	As limited in the Schedule
Optional Covers	Various endorsements can be attached to the core wording as stated above.
Cross-selling/ Ancillary/Packaged Product	NA
Claims Settlement Bases	Indemnity against death or Humane Destruction of poultry, based on the Market Value of each Animal/flock as defined in the Policy (less any excess and/or government compensation)
Frequently Challenged Policy Terms	The suitability of the animal for humane destruction is occasionally challenged by Underwriters and vets.
Policy Length	Annual (12 months)
Policy Structure	This product is to be sold to commercial clients via a London Broker.

Target Market Analysis	
Product Complexity	This is a niche product, but not deemed to be complex. The wording and operation of the product has been designed to meet the needs and sophistication level of commercial poultry producer clients on a global basis.
Target Market	Our target market is large commercial clients who operate within the poultry growing and laying sector on a global basis. Such clients own large, climate controlled farms producing a large quantity of Livestock. We are looking at clients who supply major retailers or breeders with poultry products.
Risks associated with Target Market	There are no material risks/vulnerabilities associated with the intended target market other than potential limited understanding of insurance principles.
Product Unsuitability	This product is not suitable for consumer clients acting outside the course of their trade or profession.

Fair Value Assessment	
Fair Value Statement	<p>Fair value means the relationship between the overall price paid by the end customer and the quality of the product(s) and/or service(s) received.</p> <p>Our fair value assessment considers value measures such as:</p> <ul style="list-style-type: none"> ▪ Complaints ▪ Broker feedback ▪ Commission and fees ▪ Staff remuneration ▪ Pricing models ▪ Claims stats ▪ Cancellation rates ▪ Premium finance arrangements <p>Based on our assessment of the above metrics we conclude that the product provides fair value to the target market.</p>
Distribution Chain Value	The intended distribution strategy has been assessed and there are no superfluous participants in the chain. Commissions are commensurate with services rendered and the overall method of distribution is cost effective.
Remuneration / Sales Incentives	Not applicable but volume dependent remuneration should be avoided and must not conflict with the best interests of the customer.
Premium Finance Arrangements	This product has not been assessed as suitable for premium finance. Any premium finance arrangements are subject to approval by Convex Insurance UK Limited.

Distribution Strategy	
Approved Distribution Channels	The distribution channel is through our specialist broker network, who have significant experience and understanding of the commercial poultry industry, to commercial farming/agriculture clients.
Special Distribution/Serviceing Arrangements	N/A
Delegated Authority	N/A
Sales Type	N/A
Online Sales	N/A

Conflicts & Risks
No conflicts or risks identified. Where a conflict is identified by the distributor it must be mitigated appropriately, recorded and communicated to Convex.



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