Product Name	*Retailers Club*
Co-Manufacturer	*MSIG*
Date	*July 2026*
Product Information	
Outcome of the Product Review and Fair Value Assessment	In accordance with the Financial Conduct Authority (FCA) regulation such as the Product Intervention & PROD 4 requirements, and Consumer Duty obligations, a comprehensive product review and fair assessment have been completed for the Retailers Club product with MSIG. The product has been subject to Acrisure UK full product review process and signed off by our authorised approvers as representing fair value to customers. The Retailers Club product with MSIG show both value in the covers provided for customers and usability. All customer centred metrics analysed in our assessment were within tolerance and indicated Price and Value Outcome.
Target Market Statement	
Product Description	An insurance product designed for Shops and Salon' which is digitally traded via AUK's offering cover for: • Independently owned small to medium sizes businesses based in the UK.
Who is the product suitable for?	• Own or lease a retail shop premises which they trade from • Run a business up to £2,000,000 turnover – UK Sales • Have a maximum Property and Business Interruption sum insured per location of £2,500,000 • Trade from a premises located within a high street or other busy footfall locations (business parks) within the UK where the public can visit and purchase goods and services. • Are retail shops selling proprietary products, for example Grocery's to Household items and clothing • Market traders • Concessions (stall or area within department store) • Are Salons cutting hair or providing make up • Are Salons providing a limited range of beauty treatments full details of which are contained within the policy wording • Are Small cafés and coffee shops excluding deep fat frying • Provided delivery, or light work away (flower arranging or hairdressing – only in addition to premises-based trading) • Operate from self-contained premises (including lockable units within shopping centres or malls).
Who is the product not suitable for?	• Online retailers • Exports including US • Restaurants, takeaways operating as such and other fast food outlets • Professional work away activities (not limited to installation of blinds, carpet, kitchen/bathrooms) and businesses where the majority of turnover is earned from activities carried out away from the premises • Businesses which operate from multiple (more than 10) locations • Customers who wish to make multiple low value claims below the excess • Salons providing invasive beauty or medical treatments • Offices or surgeries • Manufacturers or wholesalers of products • The Motor trade / Repair industry • Frying or Baking food outlets • Jewellers • Bookmakers • Solarium / Saunas • Market stalls, Domestic premises • Bike Shops • Vaping Shops
Key Covers	

	• Business interruption • Money • Personal accident assault • Glass • Goods in transit • Deterioration of stock • Book debts • Public liability • Products liability • Employers' liability • Prosecution defence costs • Computer Hacker Damage • Legal Expenses • Contents and Stock • Buildings – where required • Terrorism – where required • Loss License– where required • Theft by Employees – where required • All Risks – where required
Key Exclusions	General Exclusions The policy does not insure, apply to or include any cover for any loss, damage, claim, cost, expense or other sum directly or indirectly arising out of or relating to: • Asbestos • Cyber terrorism • Date recognition • Northern Ireland - civil commotion • Radioactive contamination • Terrorism • War • Virus Disease Epidemic and Pandemic Some of the above exclusions do not apply to some of the covers (for instance, Employers' Liability), as further specified in the wording. In addition, there are exclusions applicable to each of the cover provided, as further specified in the wording.
Fee Analysis	There are no fee's applied on this offering.
How should this product be sold and distributed?	This product is provided to AUK's club brokers via the MSIG quote system. AUK support their retail brokers by providing them with guidance, support and access to this product offering which without this connection they would not usually have access too.
Actions expected from those involved in the distribution chain	Those involved with the distribution chain should: • Consider the value of the product and the impact to the end customer as a result of the addition of any fee's, premium finance/payment arrangements or ancillary products etc. • Make sure that care is taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. • Provide clear and consistent support to all customers. • Notify AUK/Acrisure of any complaints, fair value concerns or customer vulnerabilities they are made aware of so that these can be communicated to all those involved with the distribution chain. All parties are expected to respond to carrier requests promptly and without unreasonable delay.
How does this product meet the needs of vulnerable customers?	Whilst we are currently unaware of any areas of this scheme which could exploit a customer in a vulnerable circumstance, we continue to review and monitor any changes on an ongoing basis. At present AUK/Acrisure's evaluation suggests that vulnerable customers would receive the same if not better outcomes as a non-vulnerable customer.

How Often Will This Product Be Reviewed	Product reviewed bi-annually unless an earlier review needed due to changes in the product features or distribution strategy or product no longer delivering fair value		
Date of next review	*July 2028*	**Published**	*July 2026*