

Primary Republic of Ireland Casualty

Target Market Statement

Product Type

This is an insurance product for commercial customers domiciled in the Republic of Ireland, across a broad range of industry and trade sectors.

Covers offered are Employers Liability, Public Liability & Products Liability purchased as a package or Public & Products Liability purchased as a standalone policy.

Characteristics of the target market (who is the product designed for?)

This product is designed for commercial customers based in the Republic of Ireland, in the following trade sectors:

- Construction
- Waste and Recycling
- Manufacturing
- Retailers
- Demolition
- Roofers
- Scaffolders
- Groundwork

Cover is provided to varying sizes of businesses with a turnover up to €100 million.

This product is suitable for vulnerable customers when distributed via an intermediary who can provide the additional support needed.

Objectives, needs and interests of the target market (considering the key features and benefits of the product)

Customers will benefit from the following policy features:

Employers Liability: Cover for legal liability for damages in respect of bodily injury to an employee arising out of and in the course of their employment.

Public Liability: Cover for legal liability for damages in respect of accidental bodily injury to any person and/or damage to property.

Products Liability: Cover for legal liability for damages in respect of accidental bodily injury and/or damage to property anywhere in the world arising from a product supplied.

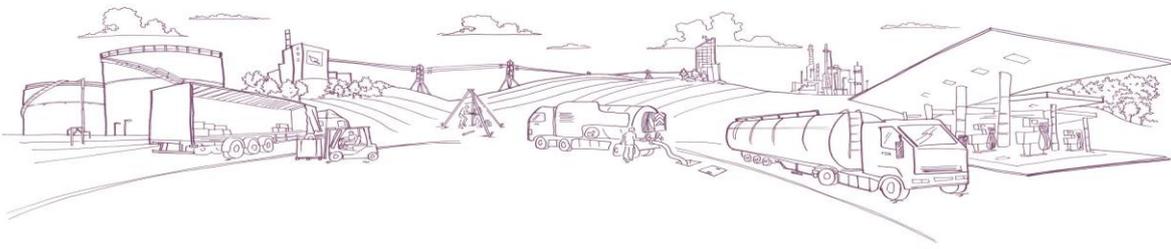
Indemnity to Principals: Extending cover to include the principal for whom the insured is performing work or services.

Defence Costs: Incurred in defending a claim made against the insured.

Remediation Costs (sudden & accidental Pollution): Covering legal liability for pollution incidents.

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Legionellosis: Covering legal liability to third parties due to exposure to Legionella bacteria.

Overseas Personal Liability: Cover for the insured whilst temporarily visiting a country outside of the Republic of Ireland.

Defective Premises: Legal liability arising in respect of premises disposed of.

We can tailor bespoke solutions where necessary.

Who is this product not designed for?

This product is not suitable for customers or businesses:

- Domiciled outside of the Republic of Ireland.
- Involved in the following industries:
 - Pharmaceutical
 - Tobacco Products
 - Water
 - Medical Equipment Manufacturing
 - Licensed Asbestos
 - Rail and Air Transportation

How do we expect this product to be distributed?

This product should be sold with the active assistance and guidance of an insurance intermediary to select the appropriate level of cover. The product will only be distributed through brokers to customers with whom Pen has an agency and not directly by Pen to customers.

This product is suitable to be distributed via a variety of intermediated sales channels, such as face to face, telephone, email, or by postal application.

Consideration should be given to the vulnerability of customers by the intermediary and provide any appropriate support they may need.

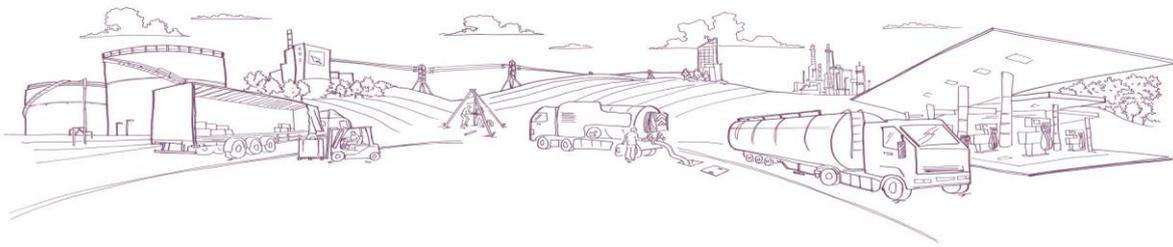
What are the distributor value considerations?

We expect all distributors in the chain to consider the following when selling Pen's products:

- The impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, or premium finance charged at an elevated rate of Annual Percentage Rate (APR).
- Additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.

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- Distributors must ensure there is no duplication of cover as a result of any add-on products sold, where appropriate cover is already provided by the policy.
- Distributors should consider the demands and needs of the customer and the local Consumer Duty requirements when dealing with customers.
- Distributors must provide a complete and comprehensive market presentation.

Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by the product.

Product Approval Process

Pen has a product approval process in place to ensure that there is appropriate oversight of all products where Pen is either a co-manufacturer or a distributor. The process includes a risk assessment process where due consideration is given to the impact of the product on the target market and the value of the product.

A diagram of Pen's product approval process can be found on the Pen website [here](#).

Important Information

This target market statement should be used by all (co-)manufacturers and distributors of this product. (Co-)manufacturers and distributors should not create their own variation of this document. Where any party using this document has concerns about the accuracy or completeness of the information included, this should be raised to Pen urgently for discussion.

Valid From	25/06/2025
Next Review Date	On or before 25/06/2026

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