

# Lexelle Product Value & Oversight Summary

This Lexelle Product Value & Oversight Summary is a document for our brokers & partners to demonstrate the value of our product to their customers, our target market and our distribution strategy. It also includes an overview of our Product Oversight and Governance framework.

<b>Product</b>	Family Legal Expenses Insurance
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<b>Product Design &amp; Description.</b>	The Lexelle Family Legal Expenses Insurance product is designed to provide a customer and their family with a range of legal help and support. It can also fund legal costs if they are faced with a dispute relating to their home, their employment, a personal injury, buying or hiring goods or services. Additionally, it also provides customers access to expert legal advice to guide them through legal situations and help them understand their rights and position with regards any personal legal issues they may have. For more information regarding potential coverage please see below.
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<b>Product Coverage</b>	<p>The Lexelle Family Legal Expenses Insurance product is an sold on annual basis and covers any family member that resides with the policyholder at their principal home.</p> <p>The typical areas available for cover are:</p> <ul style="list-style-type: none"><li>• 24/7 Free Legal Advice Line.</li><li>• Personal Injury.</li><li>• Employment Disputes.</li><li>• Criminal Prosecution Defence.</li><li>• Tax Protection.</li><li>• Jury Service.</li><li>• Probate.</li><li>• Contract Disputes.</li><li>• Property Protection.</li><li>• Home Sale/Purchase.</li><li>• Travel Consumer Disputes.</li><li>• Education (Admission Appeals).</li><li>• Identity Theft.</li><li>• Social Media Defamation.</li></ul> <p><b>Important note:</b> The levels of cover and maximum claim limit(s) provided on a family legal expense insurance policy can vary between selling agents or authorised intermediaries. This can be due to them targeting different profiles of customer or for pricing considerations, (eg to keep the retail price to the customer at a lower price point). Please refer to the specific Lexelle policy documentation we have supplied for more information about the cover and policy we have provided you.</p>
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<b>Target Market</b>	<p>Our target market is for customers who are 18 years of age or older who are:</p> <ul style="list-style-type: none"> <li>• permanent residents of the UK.</li> <li>• Homeowners.</li> <li>• live-in rented accommodation.</li> <li>• Holiday / 2<sup>nd</sup> homeowners.</li> </ul>
<b>Roles and Responsibilities</b>	Lexelle Ltd is co-manufacturer with the insurer for this product.
<b>Distribution</b>	The Lexelle Family Legal Expenses Insurance are sold through FCA regulated brokers and authorised intermediaries. The product is available on a standalone basis or add on to a household insurance policy.
<b>Claim Characteristics / Value to Customers</b>	<p>The claim characteristics of a family legal expenses insurance scheme differs slightly from general insurance products like motor or home insurance. Typically, the claims frequency rate tends to be lower, but the true individual claim cost can be relatively high. The frequency rate tends to be lower due to the claims being assessed on whether they have a reasonable prospect of success, (usually greater than 51%), and therefore this increases the proportion of claims rejected. However, when a claim does have prospects of success the legal costs that can be incurred can be substantial hence the product's high indemnity limits. Furthermore, the overall outcome after a successful claim can have significant value beyond paying the legal costs to policyholders, for example, a claim covered under the employment disputes section of cover could have funded the legal fees for a policyholder to achieve a successful outcome in an unfair dismissal employment tribunal. Another benefit which is common to legal expenses policies is the provision of a free legal advice helpline which provides legal advice for a policyholder to identify any legal issues they may have, consider their legal rights and what course of action are available and whether they should consult a solicitor. Typically, such calls to the helpline are not recorded as claim against the policy but still provide significant value to policyholders.</p>
<b>On Going Product Assessment – Product Oversight &amp; Guidance</b>	<p>The Lexelle Family Legal Expenses Insurance product is reviewed continuously by Lexelle Ltd as part of a formal monthly governance Operations Management Meeting which incorporates reviews of:</p> <ul style="list-style-type: none"> <li>• Sales &amp; Marketing information/data</li> <li>• Compliance &amp; Risk Management information/data</li> <li>• Products &amp; Pricing Governance and Oversight</li> <li>• Conduct Risk data analysis</li> <li>• Claims and Complaint analysis.</li> </ul> <p>The outcome of these reviews is to always ensure the legal expenses product continues to be fit for purpose and holds fair value to the policyholder. If any issues or improvements are identified in such reviews they will be implemented as soon as practically possible.</p> <p>Additionally, Lexelle Ltd supports our brokers &amp; partners by providing online training portal for all our current products via brokernet login at <a href="http://www.lexelle.com">www.lexelle.com</a>.</p>