

## Europa Underwriting Limited (EUL) Fair Value Document (FVD)

Applicable to all products.

### Purpose

This document aims to assess Fair Value customer impacts and any proposed changes that are required.

<b>Products</b>	Bike
<b>Brand</b>	Ridersure
<b>Insurers</b>	All
<b>Date of Completion</b>	January 2025

Fair Value Assessment Questions	Principle	Findings
Is the price presented to the customer commensurate with the product and service we provide?  Reporting metrics for new business & renewal commission/fees.	<b>Price</b>	Yes, we provide the best price available from our panel whilst also providing the customer with the necessary information to take into consideration the Excess, Endorsements, and Ancillary Products to ensure the product meets the customers' demands and needs.  Commission and fees are analysed through SQL using transactional database extracts from Kingfisher.
Add on packages and standalone add ons. Can we evidence Fair Value comparisons?	<b>Price</b>	Yes, we offer six standalone and two packaged Ancillary Products and claim performance is monitored frequently to ensure they represent Fair Value. We continually benchmark our product offerings in-terms of cover and price against our competitors.
Can we evidence a financial review of the insurer/supplier (new or existing) through publicly available information?  Existing insurers/suppliers will be monitored every 2yrs or sooner if there is available information that requires us to complete this action.	<b>Product</b>	Yes, when adding new insurers/suppliers we complete a credit and background check which then needs written agreement from senior stakeholders before commencing the activation workstream.  We complete annual checks of all insurers where we can obtain their financial strength via Creditsafe and S&P Global Ratings.  Every two years we ask all insurers/suppliers to complete due diligence process to validate their financial strength.

Does the frequency/loss ratio of the product give the customer Fair Value?	<b>Product</b>	<p>Yes, we believe that the frequency and loss ratios of the products offer the customer Fair Value. We receive this information monthly, so the data is continually evolving, and we are unable to tell the true trend until we are at least six months into the life of the policies.</p> <p>FNOL frequencies are aligned to expectations for 2024 (1.7%) with claim volumes being:</p> <ul style="list-style-type: none"> <li>• 27% Fault</li> <li>• 38% Non-Fault</li> <li>• 35% Theft</li> </ul> <p>Ancillary Product (2024, 1,650 Sales)</p> <ul style="list-style-type: none"> <li>• Standalone Personal Accident and Helmet &amp; Leathers hold a &lt;65% Loss Ratio and &lt;1% Frequency</li> <li>• Standalone Excess Protect holds a &gt;100% Loss Ratio and 3.9% Frequency</li> <li>• Standalone Breakdown holds a &lt;65% Loss Ratio and 4.3% Frequency</li> <li>• Packaged Plus holds a &lt;65% Loss Ratio and &lt;1% Frequency</li> <li>• Packaged Ultimate holds a &gt;100% Loss Ratio and &lt;1% Frequency</li> </ul>
Is there a trend for repudiated claims and are there any proposed changes?		<p>In relation to repudiated claims, we review the circumstances to see if there are any corresponding trends. If any are identified, we may need to suggest a process change either to the product (including product wording and endorsements) or the customer journey.</p> <p>Repudiated claims are handled by the insurers, and where trends exist, we will deal with accordingly.</p>
Is the documentation clear and comprehensible including for those customers who are vulnerable?	<b>Product</b>	<p>Yes, our sales documentation is clear and comprehensible to all customers. We review our documentation annually in conjunction with Risk and Compliance team, using root cause analysis to see if there are any complaints relating to misunderstanding and clarity of the documentation.</p> <p>Our common policy wording is reviewed each year however, there are no outstanding raised concerns.</p>

What are the main customer complaint trends in relation to claims experience and are there any proposed changes?	<b>Product</b>	<p>The main root cause analysis with any significant volume is related to:</p> <ul style="list-style-type: none"> <li>• Salvage Return Damage - 4th Dimension have increased the storage area to mitigate contact with other bikes whilst being moved.</li> <li>• Personal Effects - 4th Dimension have implemented a new process at triage where items are discussed and returned at the start of the process.</li> <li>• Timescales - 4th Dimension have made many efficiency gains through for example, using green parts to remove wait times for backorder manufacturer new parts whilst refining their internal validation process along with signposting to all customers.</li> </ul>
Following a review of our customer journey including dropout rates, are there any observations or suggested changes?	<b>Service Broker</b>	<p>We continually monitor our customer journey through feedback presented alongside engagements through Live Chat.</p> <p>The online journey has included several enhancements within 2024 to create a streamlined journey whilst improving our fraud protections.</p>

Quality assurance call checks, are the scores in line with our own internal SLA's?	<b>Service Broker</b>	<p>Quality assurance checks are carried out every month and results published. Results for 2024:</p> <table border="1"> <thead> <tr> <th>Month</th><th>SNM*</th><th>Impact**</th></tr> </thead> <tbody> <tr><td>January</td><td>8%</td><td>3%</td></tr> <tr><td>February</td><td>9%</td><td>5%</td></tr> <tr><td>March</td><td>12%</td><td>9%</td></tr> <tr><td>April</td><td>16%</td><td>11%</td></tr> <tr><td>May</td><td>15%</td><td>4%</td></tr> <tr><td>June</td><td>17%</td><td>9%</td></tr> <tr><td>July</td><td>13%</td><td>9%</td></tr> <tr><td>August</td><td>15%</td><td>11%</td></tr> <tr><td>September</td><td>10%</td><td>6%</td></tr> <tr><td>October</td><td>19%</td><td>11%</td></tr> <tr><td>November</td><td>8%</td><td>5%</td></tr> <tr><td>December</td><td>9%</td><td>5%</td></tr> </tbody> </table> <p>*Standards Not Met  **This relates to Customer Impact which holds a RAG score whereby, &lt;=10% is Green, 11%-20% is Orange and &gt;=21% is Red.</p> <p>In consideration of Consumer Duty, in 2024, the performance metrics were updated and focused on customer detriment metrics.</p>	Month	SNM*	Impact**	January	8%	3%	February	9%	5%	March	12%	9%	April	16%	11%	May	15%	4%	June	17%	9%	July	13%	9%	August	15%	11%	September	10%	6%	October	19%	11%	November	8%	5%	December	9%	5%
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Are customer telephone call handling metrics in line with our internal SLA's?	<b>Service Broker</b>	<p>Our internal measure/tolerance is between 5%-15% abandonment score. These tolerance levels are different to what will be in the branded contracts.</p> <p>2024 results:  Telephone Abandonment Score = 18%*  *This was 5% in Q5 2024.  Live Chat Abandonment Score = 3%</p> <p>Following the migration to CDL Strata in March 2024, we experienced high call volumes where customers were having difficulties with their credentials on the online portal.</p>																																							

Can we evidence that our new and existing SME's through induction and ongoing coaching provide Fair Value outcomes to our customers?	<b>Service Broker</b>	<p>Yes, all employees must complete their annual CPD hours through the Development Zone (<a href="https://www.developmentzone.co.uk/">https://www.developmentzone.co.uk/</a>), this includes TCF and Customer Needs modules.</p> <p>Also, regular department discussions and 1-2-1 meetings held within EGL to help personal development and understand the current market conditions aligned to regulatory changes.</p>
Are there any changes required to our induction/coaching sessions specifically relating to Fair Value?	<b>Service Broker</b>	<p>Yes, the employees have a good understanding of the PS21/5 changes implemented from 1st January 2022 but also the understanding of how this has impacted the market and how to adhere to these regulatory changes.</p> <p>Coaching sessions will continue to include focus on PS21/11 and GIPP to ensure Fair Value.</p>
Do the current Premium Finance APR rates offer Fair Value?	<b>Service Broker</b>	The brokers complete their own financial arrangements with customers. Ridersure does not provide a Premium Finance solution.
<p>Are there any insurer changes discussed that may impact Fair Value?</p> <p>If there are, what are these and how will these changes impact our customers?</p>	<b>Service Broker</b>	<p>In 2022 we saw new regulations introduced relating to General Insurance Pricing Practices (GIPP). These have been introduced and designed to bring more transparency to customers and ensure that we, and insurers, deliver long-term fair value to customers.</p>
<p>Can we evidence that our FNOL provider is delivering agreed SLA's?</p> <p>If not, what is/are the proposed remedial actions to offer Fair Value to our customers?</p>	<b>Service FNOL</b>	<p>Yes, SLAs are adhered to (i.e., at or above SLA) and are continually monitored with our FNOL provider monthly.</p> <p>Abandoned incoming call rate (relating to the Services) must be less than or equal to 5% (December 2024 at 3%).</p> <p>Incoming calls answered within 30 seconds (relating to the Services) must be greater than or equal to 80% (December 2024 at 91%).</p>
<p>Are FNOL customer satisfaction surveys in line with expectations?</p> <p>Detail the main customer negative responses to the service and how proposed changes will be made.</p>	<b>Service FNOL</b>	<p>Yes, 4th Dimension send out a Customer Satisfaction Score (CSAT) survey after receipt of FNOL and completion of a repair claim.</p> <p>Based on a CSAT scorecard, the responses were at or above agreed levels (i.e., satisfied or very satisfied) within the latest report except for June 2024 which was neutral:</p> <ul style="list-style-type: none"> <li>Did we answer your call in a timeframe that meets your expectations</li> </ul>

<p>Annual review of the customer claims journey. Are there any suggested changes?</p> <p>Are there any customer complaint trends, and if so, are there any changes being proposed to the customer journey/experience?</p>	<p><b>Service Claims</b></p>	<p>The journey is reviewed with our FNOL provider and subsequently, both parties have not raised that any changes need to be made to the process.</p>
<p>What are the main customer complaint trends regarding our retail service?</p> <p>Are there any proposed changes to the customer journey/experience?</p>	<p><b>Complaints</b></p>	<p>Customer complaint trends for Ridersure are in relation to MTA, Cancellation Fees, Level of Service and Underwriting Criteria.</p> <p>These involve a low uphold rate as customers are advised of all Terms and Conditions both prior to and after the sale or renewal of the policy.</p> <p>We benchmark our Fees and Charges against the market to ensure these are aligned but more importantly, these are proportionate for the services we provide.</p> <p>Where we have identified a failure in the Level of Service provided, from complaints or as part of our Quality Assessment reviews, this is fed back to the operational area and forms part of performance management in line with our Training and Competence Scheme.</p> <p>Based on the above, there are currently no required changes necessary to the customer journey.</p>

**Action from Findings**

This will include any changes to customer impacts following a FVA review

Item	Impact to Customers	Assessment/Change Required	Date Implemented
Broker Fraud Measures	Combatting fraud is paramount to the health of the business, the product and to our customer base.	To work with our insurers and our retail services to obtain the cause of any fraudulent activity and how this can be reduced and review trends and patterns to protect our customer base.	Ongoing

Sign Off Process			
Department	Yes	No	Date Signed Off
Executive Board	Y		20/03/2025