

Product name: GI & Pure Protection Broking

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Our approach to meeting the Products & Services Outcome and Price & Value Outcome

This summary document is being provided to you to fulfil our responsibilities under PRIN 2A.4.15R and PRIN 2A.3.12 R (2). -

It is designed to support you to comply with your responsibilities under PRIN 2A.3.16 R and PRIN 2A.4.16 R. Please note that you are ultimately responsible for meeting your obligations under 'The Consumer Duty'.

This information is intended for business-to-business use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- Our GI & Pure Protection Broking product continues to meet the needs, characteristics, and objectives of customers in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The Product provides fair value to customers in the target market (i.e., the total benefits are proportionate to total costs).

2. Product characteristics & benefits

Fluent Mortgages Horwich Ltd is an insurance intermediary and will advise and make a recommendation to our customers after we have assessed their needs for GI, Life, Critical Illness, and Income Protection Insurance products only.

There is no charge for arranging insurance, although commission is received from any insurers with whom we place business. This is a percentage of the premium paid and is included in the premium paid by the customer.

Being part of the Fluent Money Group of companies (with constituent firms offering first charge, second charge and lifetime mortgages as well as bridging finance), this provides an opportunity to review and service the protection needs of our customers, and ensure they have the right insurance in place for their current circumstances and aspirational goals.

Advice is tailored to the individual after undergoing a robust fact-find process.

3. Target market assessment and distribution strategy

This target market assessment matrix segments the target customers for the Product, recognising their different needs to enable you to tailor the services you provide when you distribute the Product.

Customer Circumstances	Distribution Strategy	Customer Needs & Objectives
• Must be UK residential security used. • Must be between 18 and 79 years old. • Must have sufficient surplus income to meet payments. • Must have a definable need for insurance products.	Our distribution strategy includes the following sources: • Introduction from Fluent Money Group companies. • Fluent website.	• Customer has obtained property finance, typically via a Fluent Money Group firm. • Customers have a need to protect their income in the event of sickness. • Customers have a need to repay their mortgage in the event of sickness or death. • Customers have a need to protect their home and/or its contents. • Customers have a need to cater for their family's financial wellbeing in the event of sickness or death.

The product is not designed for customers who are:

- Are severely medically impaired.
- Do not have need for cover.

4. Customers with characteristics of vulnerability

Our broking product is designed to cater for a wide target market, and not targeted specifically to meet any inherent characteristics of vulnerability in the target market. However, it is likely to be utilised by some customers with characteristics of vulnerability or who will experience vulnerability over time.

The product aligns with our vulnerable customer framework and aims to achieve fair value and good outcomes for customers who are vulnerable.

Full detail of our commitment to treating vulnerable customers fairly and appropriately can be found in our Vulnerable Customer Policy (FMG106).

5. Our assessment of value

We have developed a comprehensive and robust assessment process which evaluates several aspects of our business to determine the value of our broking product. This analysis is used to ascertain whether the product delivers fair value for customers.

The outcomes of the assessment process are presented to the operating board on an ongoing basis, allowing for challenge and further investigation.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
• The services and features that the product provides. • The quality of the customer service within the product. • The means with which we safeguard our customers. • Any other features that the product may offer.	• The fees and charges customers pay for our product. • Comparable market rates. • Non-financial costs associated with operating the product.	• The cost of providing the product to our customers. • Any other reductions in costs to the customer made possible by economies of scale.	Any limitations on: • The scope and service we provide. • The features of the product.

Results of our assessment

Our assessment concluded that the product continues to deliver fair value for customers in the target market for the product.