Beagle Street

Target Market Statement

For financial adviser use only. Not to be given to your clients.

Our policies are designed to meet the needs of people aged 18 to 77 for Life Protection and 18 to 64 for Life Protection with Critical Illness.

The core target market for our policies are people who:

- Are UK residents
- Want protection in the form of a lump sum payment of up to £1m for Life Protection or £500,000 for Life Protection with Critical Illness
- Want protection in the event of death, critical illness, terminal illness, or children's critical illness (if selected by the customer at application)
- Want protection for a fixed term
- Have sufficient disposable money each month to pay the premiums for the duration of the policy term
- Do not have sufficient savings or assets to support themselves or their loved one's in the event of death, critical illness, terminal illness, or child critical illness
- Have no other life insurance, or their other cover is allocated for specific purposes or is not sufficient for their overall needs
- Are willing to apply for underwritten protection and don't prefer guaranteed acceptance
- Are in good or reasonable health (up to a rating of +200% for life and +100% for critical illness)

Conversely, people who are less likely to have a need for our policies include those below. However, despite not being in the core target market, customers in this group may still have a desire to pay for cover even if they do not have a strong need for it.

Customers may:

- Want protection in the form of a regular income
- Need cover for the whole of their lives, and not for a fixed term
- Have higher priorities for their monthly income and are unable or unwilling to pay premiums until the end of the policy term
- Have material assets that they are able to allocate to pay for themselves or their loved one's in the event of death, critical illness, terminal illness, or child critical illness
- Be prepared for their financial needs to be covered from the proceeds of their estate, whenever they become available
- Have pre-existing health conditions, where for underwriting purposes a significant rating would apply (above +200% for life or above +100% for critical illness)
- Not be in good health and potentially be able to secure a higher level of cover for the same premium if they apply for a non-underwritten policy
- Be seeking standalone critical illness cover only

Family Assurance Friendly Society Limited, trading as Beagle Street, is a friendly society registered and incorporated under the Friendly Societies Act 1992, registration number 939F, registered office 16-17 West Street, Brighton, BN1 2RL, authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

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