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Summary of Bupa's Fair Value Assessment for Bupa Global SME Segment Products

Products	Business Health Plans, Company, Company Africa, Business Explorer, First Choice, International Schools, Oil & Gas, Mining and Exploration, and Maritime
Fair Value Assessment Date	January 2025 (Business Health Plans, Company, Company Africa, Business Explorer, International Schools, Oil & Gas, Mining and Exploration, and Maritime) May 2025 (First Choice)
Date of next Fair Value Assessment	Within 12 months, but as we continuously monitor our products, the next assessment may take place earlier, with the findings updated.

Bupa Insurance Limited ('BINS') has undertaken a Fair Value Assessment (FVA) of this product, to ensure and demonstrate that this product continues to provide fair value to customers in the target market and will do so for a reasonably foreseeable period; and to fulfil our regulatory obligations as a product manufacturer ('PROD 4.2 Manufacture of Insurance Products').

Following a full assessment of the product we have concluded that it provides fair value and is expected to continue doing so for a reasonably foreseeable period.

This assessment considers all the elements which contribute to the total price paid by the customer and the quality of the product and services provided. However, this is subject to distributors completing their own assessment of value based on their position in the distribution chain, including (but not limited to):

- Reviewing any add-on or ancillary products sold with the core product to ensure they do not impact the overall value.
- Reviewing any fees or remuneration charged to the client or customer to ensure they do not impact the product value.
- Ensuring no duplicate coverage exists caused by add-ons already covered by the core policy.
- If applicable, ensure that any net-rated commission arrangement demonstrates a fair value commission strategy.

As a result of the product governance undertaken across this product we can confirm:

1. The product remains consistent with the needs of the identified target market
2. The intended distribution strategy remains appropriate

If there are significant changes to the BINS target market, distribution strategy and/or product features and benefits this position will be reviewed and communicated.

Review/Assessment area	Key Indicators (Sample...)	Example wording
Product design, features and benefits	<ul style="list-style-type: none"> Target Market review Product Risks and incidents Products changes and enhancements Product complaints 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p> <p>Our Target Market Statements remains accurate and up to date.</p>
Price	<ul style="list-style-type: none"> Loss Ratio Pricing Fairness assessment Lapses 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p>
Remuneration	<ul style="list-style-type: none"> Commission paid to distributors as a % of GWP 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p>
Utility	<ul style="list-style-type: none"> Claims frequency Claims outcomes Claims complaints Pre-authorisations outcomes 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p> <p>The core product we manufacture offers fair value, and it is our requirement that the distributor ensures any costs they pass on to the customer offer fair value for the service the distributor provides and/or the value of any add-ons.</p> <p>We continue to work with our partners to obtain and assess information, and agree actions as required, to ensure the ongoing value of this product.</p>
Service	<ul style="list-style-type: none"> Claims service metrics Operational service metrics Operational complaints Claims and operational risks and incidents 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p>
Distributor value governance	<ul style="list-style-type: none"> Distributor oversight 	<p>Our assessment of these measures confirmed the ongoing fair value of these products.</p> <p>The core product we manufacture offers fair value, and it is our requirement that the distributor ensures any costs they pass on to the customer offer fair value for the service the distributor provides and/or the value of any add-ons.</p> <p>We continue to work with our partners to obtain and assess information, and agree actions as required, to ensure the ongoing value of this product.</p>

Bupa Global is a trading name of Bupa Insurance Limited and Bupa Insurance Services Limited which are registered in England and Wales at Companies House under numbers 3956433 and 3829851 respectively. The registered offices are Bupa, 1 Angel Court, London EC2R 7HJ, UK. Bupa Insurance Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. The Financial Conduct Authority does not regulate the activities of Bupa Insurance Limited that take place outside of the UK. Bupa Insurance Services Limited is authorised and regulated by the Financial Conduct Authority. The Financial Registration numbers of Bupa Insurance Limited and Bupa Insurance Services Limited are 203332 and 312526 respectively.