

Product information for regulated intermediaries

This document is intended to help the distributors of Bupa Global products to determine the target market, segment key benefits and to be able to identify and match the identified needs of customers.

We recommend intermediaries read this document in full, alongside the membership guides and sales brochures for the products, available for use on the broker portal, or on request from your Bupa Global Account Manager.

This document provides a summary of Bupa Global's:

1. Target Markets and Distribution Channels for International Private Medical Insurance (IPMI) products
2. Target Markets and Distribution Channels Travel Insurance products
3. Product Approval Process
4. Conflicts of Interest

If you have any questions about any of the content of this document or need any further information then please contact your Bupa Global Account Manager or contact us via bupaglobal.com.

1. Target Market and Distribution Channels for International Private Medical Insurance (IPMI) products

Bupa Global IPMI products and services are for people who require comprehensive medical treatment in addition to, or instead of, the healthcare provided locally, knowingly backed by a leading medical insurance provider.

In particular, these customers are looking for peace of mind, access to quality healthcare and a high level of cover.

The products and services are designed to appeal to a wide-variety of customers globally but primarily to the segments listed below, who all have a need for global cover rich in benefits. Unless stated, all products are open to sale to all customers.

Bupa Global products and services for individual consumers and families:

- **Expats** - Expats who are looking to access healthcare provision inside or outside of their country of residence. In some instances insurance is required to meet local visa requirements

- **Affluent Locals** - Affluent locals who desire access to better quality healthcare provision, (sometimes abroad) for acute care; possibly to augment local state or employer provided coverage.
- **HNWIs (Local or Expats)** - High Net-Worth Individuals who expect rich benefits covered everywhere for truly global healthcare.

Bupa Global products and services for businesses primarily appeal to three segments; from businesses needing to support employees who relocate, to those who value keeping their key people in the best of health:

- **Expat employees:** Relocating an employee is a large responsibility to any business. For peace of mind, businesses make sure they are protected with Bupa Global plans and the level of access to healthcare they are used to



Business with employees that travel for work and require international healthcare over and above ‘emergency’ healthcare which may be covered by a travel policy:

Employees are required to be extremely flexible when it comes to business travel. Bupa Global products benefit companies with globally mobile employees, who often move from country to country at short notice, and companies who have employees working in countries with poor or no quality local healthcare systems. Bupa products facilitate access to treatment within the country if unavailable locally, taking customers to the nearest suitable medical centre. Our products also offer complete freedom of choice from the most prestigious hospitals and clinics around the world, wherever employees are located.

- **Executive Cover:** Every business has a few people whose absence would create a significant impact. Bupa Global provides the richness of healthcare cover needed to form part of a range of benefits that might be expected by key people. Our products are therefore important benefits that help companies to attract and retain key people.

In addition to the segments above, Bupa Global also targets several niche sectors, and has tailored propositions fitting the needs of businesses operating in the following sectors:

- **Oil and gas industry:** a product designed to offer worldwide cover to Oil and Gas businesses with between 3 and 99 employees only. The product focuses on companies who want to cover their employees working overseas on oil rigs in the oil and gas industry. At least 80% of the employee population has to be actively based on an oil rig and/or taking part in exploration (not office based employees).
- **Maritime:** a product designed to offer worldwide cover to Shipping and Yachting businesses with between 3 and 99 employees only. The product focuses on companies who want to cover their crew working overseas on ships and yachts.
- **Mining and exploration:** a product designed to offer worldwide cover to mining and exploration businesses with between 3 and 99 employees only.
- **International schools:** a product designed specifically for the staff of recognised international schools.

1.1 Distribution Channels and Characteristics for IPMI Products

To help intermediaries understand the products offered by Bupa Global, the table below provides a list of products open to new business including the target segment (where applicable) and country region for sales. Please visit the Bupa Global broker portal on bupaglobal.com for the product IPIDs which provide more information about the key benefits, limitations and exclusions for each product.

For all IPMI products there is no upper age limit. Children and dependants can be covered at any age except for Small to Medium-Sized Enterprises where dependent children on a policy can be covered up to age 18 or age 21 if in full time education. All IPMI products can be sold by intermediaries via face-to-face and over the phone. Only selected individual products are available for quote online: this is dependent on the customer’s country of residence. Business products are not available for purchase online.

All brokers must comply with the limitations and restrictions as set out in their Terms of Business Agreement with Bupa Global. Each intermediary is responsible for complying with local regulations and ensuring that they are authorised to sell in the countries in which they sell. Likewise, some markets in their entirety are excluded to Bupa Global due to local regulations and restrictions.

Sales criteria are based on information relating to the customer’s usual country of residence or the location where the policyholder will spend most of their time.

None of Bupa Global’s products can be sold into countries impacted by sanctions. This list of countries may change from time to time and at short notice, an up-to-date list can be obtained by contacting your Bupa Global Broker Account Manager.

1.1.2 Non-standard agreements

Non-standard agreements mean, any arrangement not described above.

Examples of non-standard agreements are:

- i) flexible benefits or voluntary employee-paid arrangements where an employer is not funding the insurance but promoting it or making it available to employees to self-fund, part fund, or fund for their dependants
- ii) arrangements where a group of similar individuals or employers seek to use their collective buying power to negotiate a discount or special arrangement

These arrangements are subject to different processes, documentation and governance in order to comply with regulation. When these arrangements occur, please get in contact with your Account manager for additional information and advice.

1.2 IPMI products open to new business for individuals and families:

Product Name	Product Targeting	
	Country region for sales (where the product can be sold and/or the customers country of residence)	Excluded Countries / regions for sales
Bupa Worldwide Health Options (BWHO)	Globally Not UAE	Sanctioned countries excluded
International Health & Hospital Plan (IHHP)	Globally	Sanctioned countries excluded
Lifeline	Globally	Sanctioned countries excluded
International Swiss Medical (ISM)	Globally	Sanctioned countries excluded
Bupa Global Health Plans (BGHP)	France, Channel Islands, Dubai, China, Hong Kong, and UK only	N/A
Guernsey (individual)	Guernsey only	N/A
Explorer	Africa, India, Sri Lanka and Pakistan	Sanctioned countries excluded

1.3 IPMI products open to new business for small to medium-sized enterprises

Product Name	Product Targeting	
	Country region for sales (where the product can be sold)	Excluded Countries / regions for sales
Business Health Plans	UK, Dubai, Switzerland, Gibraltar	N/A
Company	Globally	Sanctioned countries excluded
Mining & Exploration	Globally	Sanctioned countries excluded
Oil & Gas	Globally	Sanctioned countries excluded
Maritime	Globally	Sanctioned countries excluded
Guernsey (SME)	Guernsey only	N/A
Vital Africa	Africa only	Sanctioned countries excluded
Explorer	Africa, India, Sri Lanka and Pakistan	Sanctioned countries excluded

1.4 Products closed to new business

Bupa Global also has a suite of products which are legacy offerings and closed to new business. For products closed to new business, the product may still be renewed by existing customers. The policy will be cancelled if a customer's country of residence is changed to a country that is outside of the area of cover.

Should you require further detail on any of the products which are closed to new business and not listed above please contact your Bupa Global Account Manager.

2. Target Market and Distribution Channels – Travel Insurance

The target market for Bupa Global Travel Insurance is worldwide (subject to geographical restrictions outlined in the table below), for both Individuals and Businesses. The two core products lines are International Travel Insurances and Scandinavian Travel Insurances.

2.1 International Travel Insurance

Business

- Business Travel Insurance

For companies who need insurance for their employees during business trips abroad. Furthermore it can be extended to include cover for guests and co-travelling spouses and children. Premiums are based on travel days (200 days as minimum per policy).

Individuals

- Annual Multi-Trip Travel Insurance

For clients travelling for shorter periods (up to one month - a month is defined as a period from e.g. the 5th in one month up to and including the 4th in the following month), but several times a year. Clients covered under this policy do not have to take out a new policy each time they travel. If a client travels for more than 1 month the plan can be extended with days from the single trip plan

- Single Trip Travel Insurance

Insurance for people travelling abroad for a short period up to 12 months. The insurance is taken out for the exact period the client needs cover. Basic premium + daily premium depending on age.

- Schengen Travel Insurance

It is the discount edition of Annual Travel and only provides cover in the Schengen countries. The insurance cover is limited and can be used in connection with the application of visa. There is a deductible of EUR 100 per claim in connection with out-patient treatment.

2.2 Scandinavian Travel Products

Business

- Business Travel Insurance (Forretningsrejse Forsikring)

The insurance covers the company's (including subsidiaries) employees travelling in the interest of the company. The insurance also covers combined business trips and vacations. The maximum length per trip is 12 months.

- Expatriate Travel Insurance

The expatriate insurance covers a company's (including subsidiaries) employees (and any accompanying family members) who are assigned to work abroad for a longer period of time in the interest of the company.

Individuals

- Annual Travel Insurance (Årsrejse Forsikring)

For clients travelling for shorter periods (up to one month - a month is defined as a period from e.g. the 5th in one month up to and including the 4th in the following month), but several times a year. Clients covered under this insurance do not have to take out a policy each time they travel. If a client travels for more than 1 month the plan can be extended with days from the single trip plan.

- Single Trip Insurance (Enkeltrejse Forsikring)

Insurance for people travelling abroad for a short period up to 12 months. The insurance is taken out for the exact period the client needs cover. Basic premium and daily premium depending on age.

2.3 Distribution Channels and Characteristics for Travel Products

Distribution is direct, through brokers and partners (largely online) for both individual and business segments. All products listed below are open for new business.

Product Name	Age restriction	Product Targeting		
		Target/Segment	Country region for sales	Excluded Countries / regions for sales
Business Travel	Up to age 80	Company/Group	Worldwide	USA, Canada, Puerto Rico, Brazil, Thailand and sanction countries
Forretningsrejse (Corporate travel)	No age limit	Company/Group	Scandinavia & Finland only	N/A
Expatriate Travel Product	Up to age 70	Company/Group	Scandinavia & Finland only	N/A
Schengen	Up to age 80	Individual	Worldwide	USA, Canada, Puerto Rico, Brazil, Thailand and sanction countries
Annual Travel	Up to age 70	Individual	Worldwide	USA, Canada, Puerto Rico, Brazil, Thailand and sanction countries
Årsrejse	Up to age 75	Individual	Scandinavia & Finland	N/A
Single Trip Travel	Up to age 70	Individual	Worldwide	USA, Canada, Puerto Rico, Brazil, Thailand and sanction countries
Enkeltrejse	Up to age 75	Individual	Scandinavia & Finland	N/A

2.4 Countries in which Bupa Global does not sell travel insurance

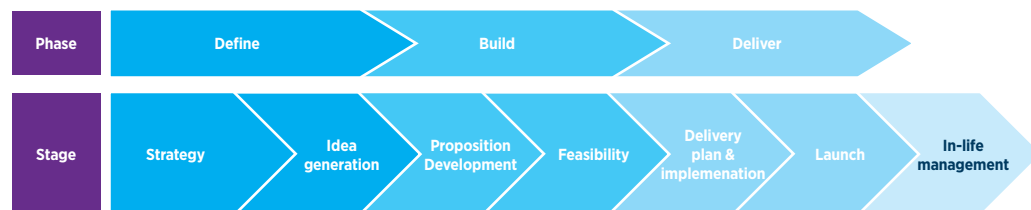
In addition to the standard sanctioned countries, Bupa Global does not allow new travel insurance sales in USA, Puerto Rico, Canada and Brazil. Renewals are allowed in Brazil and Canada. At time of writing, all sales in Thailand are prohibited. This list of countries will be updated from time to time.

3. Product Approval Process

3.1 Bupa Global's Process for New Product Development

Proposition lifecycle management is a core capability for Bupa Global, to effectively develop, market and manage products and propositions designed to meet the needs of a target market; this includes developing and designing new products and proposition. The process ensures Bupa Global products and propositions will be high quality, offer value for money, be accessible for customers and will meet regulatory requirements.

This diagram shows the high level product or proposition process:



The New Product Development (NPD) process is controlled through a governed gated sign off process ensuring that products are developed and reviewed on an ongoing basis to meet the needs of the target market customers. All key business functions are part of this governance process including but not limited to Legal, Compliance, Risk, and Medical Policy.

3.2 Bupa Global's Process for In-Life Product Management

The 'In-Life Product Management' (ILPM) framework is a core capability for Bupa Global, which enables us to effectively manage our existing portfolio of products. The ILPM framework ensures that the products are performing as expected, continue to meet the needs of the target market, provide value for money for customers and any customer outcome risks or issues are identified and promptly addressed.

The ILPM framework covers a range of activities including:

- Annual Product Reviews are deep dive analysis of our core products, at a product level, assessing product performance, customer behaviour and whether products continue to meet the needs of the target market customers.
- Annual Rules Reviews where we update our products/product literature to ensure that our products remain compliant and significant changes are clearly communicated to customers.

4. Conflict of Interest

Bupa Global's Conflict of Interest Policy requires that we have an effective framework to identify, record, and manage conflicts of interest,

This includes conflicts of interest arising between:

- Bupa and its customers;
- firms within the Bupa Group;
- employees and customers interests;
- different customers

Bupa Global's Conflicts of Interest Policy requires that we have procedures in place to identify and mitigate conflicts of interest; these include

- procedures to prevent or control the exchange of information where staff are engaged in activity that presents a risk of a conflict of interest to customers or other third parties that Bupa has a commitment to;
- the segregation of duties of staff whose duties may put them at risk of conflicting with the interest of customers;
- restricted access to systems and documentation in the event of a potential conflict;
- a gifts and benefits policy which sets out the circumstances under which gifts and benefits can be accepted or granted and the steps to be taken when accepting or granting gifts and benefits

Where Bupa identifies a conflict of interest that cannot be managed, customers will be informed prior to the conclusion of the contract of insurance. Such disclosure will include:

- a description of the conflict;
- the general nature and sources of the conflict;
- an explanation of the risks to the consumer of the conflict;
- a statement that it has not been possible to manage the conflict of interest;
- sufficient detail to enable customers to make an informed choice.

Bupa Global reminds brokers and other intermediaries that the entity in direct contact with the end-customer has an obligation to declare any conflicts of interest they may have to the end-customer

Other useful information

Are there any countries in which Bupa Global does not sell?

Bupa Global is committed to complying with its legal and regulatory responsibilities in relation to economic and trade sanctions, in the issuance of policies and in the reimbursement of claims. Bupa Global does not issue healthcare/travel policies or provide healthcare/travel services to clients linked to Comprehensively Sanctioned Countries if such activity would be prohibited by the rules and regulations, including sanctions regulations applicable to Bupa Global. Bupa Global is equally committed to the requirements of its banking partners even when those requirements seem to have a wider remit than prevailing regulatory requirements.

In complying with both the above requirements, we may not be able to reimburse health/travel insurance claims where the treatment takes place in sanctioned countries. Additionally, we may not be able to provide coverage for people permanently residing in those countries.

Bupa Global will make every attempt to work with customers to understand whether they are affected and discuss any available options. Should you require further information or if you have any queries about the above, please contact your Bupa Global Account Manager.

Where can Brokers obtain an up-to-date version of this document?

The most up to date version of this document is located on the broker portal or available by asking your Bupa Global Account Manager for a copy.

Where can I find more information about Bupa Global products and services?

The Bupa Global Broker Portal contains lots more information about our products and services, and our Bupa Global Account Managers will also be able to help if you would like more information.