



Portable Electronics Protector... cover for people who want to protect their electronic possessions

In recent years there has been tremendous innovation in the gadgets market. Customers are likely to spend time and effort researching the market to find the latest model, without thinking about what might happen if their item is lost, stolen or breaks down.

Offering relevant, good quality and affordable cover at the point of sale or as a standalone product is a highly attractive proposition and provides buyers with long term peace of mind for these complex, compact and treasured possessions.

Assurant Solutions

Assurant Solutions businesses develop, underwrite, market and administer specialty insurance, extended service contracts and other risk management solutions through collaborative relationships with leading financial institutions, retailers, automobile dealers, funeral homes, utilities and other entities. With operations in 25 locations, including executive offices in Atlanta, Georgia, USA, Assurant Solutions serves clients and their customers in 13 countries throughout North America, the Caribbean, Latin America, Europe and Asia.

Assurant Solutions is part of Assurant, a premier provider of specialised insurance products and related services in North America and selected international markets. Its four key businesses – Assurant Solutions, Assurant Specialty Property, Assurant Health and Assurant Employee Benefits – partner with clients who are leaders in their industries and who have built leadership positions in a number of specialty insurance market segments worldwide.

Assurant, a Fortune 500 company and a member of the S&P 500, is traded on the New York Stock Exchange under the symbol AIZ. Assurant has over \$25 billion in assets and \$7 billion in annual revenue.

Visit www.assurantsolutions.co.uk

We believe in helping our customers and are pleased to support the Financial Services Authority's initiative to provide clear, impartial information for consumers: www.moneymadeclear.fsa.gov.uk

The information supplied in this brochure is for use by financial services professionals only and should not be relied upon by other parties.

Assurant Solutions operates in the UK and Ireland through member companies known as Assurant General Insurance Limited (registered in England no. 2341082) and Assurant Life Limited (registered in England no. 3264844). Both companies are authorised and regulated in the UK by the Financial Services Authority.



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Portable Electronics Protector

Product Overview - UK

For Financial Services Professionals only

Your partner in portable electronics cover

Assurant Solutions has developed a specialist insurance product for a wide range of portable electronics goods. These include:

- PDAs
- Mobile phones
- Satellite navigation systems
- MP3 players
- Video and digital cameras
- Games consoles
- Accessories when purchased with a main item

On average women carry a handbag and contents worth £324.50 including a £100.28 mobile phone according to a survey carried out by Debenhams (December 2007). It is therefore worrying that 1 in 3 women have had their handbag stolen.

(Source: Churchill, 7th April 2007)

Portable Electronics Protection from Assurant Solutions can help manage the financial impact of losing these items.

We are highly experienced in this sector – and have been providing this type of insurance cover for almost a decade. For retailers, offering such insurance provides a valuable revenue stream and means their customers have the appropriate cover in place. Our corporate partners include retailers – high street, online and home shopping, affinity groups, banks and building societies and credit and store card providers.

Who we are

Assurant Solutions is a leading provider of niche insurance. We design products, we underwrite them, we handle administration and have a dedicated customer service centre based in Cork, which has achieved the ISO 9001:2000. We provide first-rate support at all stages from the onset of the policy to dealing with claims.

You can also be reassured that Assurant Solutions provides a fast and efficient claims service, and in many cases, authorises these by telephone. And, we have an approved UK-wide repair centre to provide expert and fast service for your customers.

We are different because we do not believe in a one size fits all approach. We treat every corporate partner as an individual.

We are solely focused on our niche insurance markets – and so are fully committed to providing you with dedicated expertise on a long-term basis.

Experience shows

Our associates are experts, working within our core competencies of product development, underwriting, pricing, marketing, legal and regulatory compliance, technology and risk management. We provide all our corporate partners with a dedicated Client Relationship Manager to ensure all runs smoothly. They act as your main point of contact and will work with you to drive the growth of your business and streamline processes to ensure an efficient working relationship.

Our corporate partners choose Assurant Solutions because our associates have an in-depth understanding of their business needs.

A further emphasis is on market research. Our in-house team is constantly analysing market trends and producing relevant management information which can assist in delivering your business goals.

By selecting Assurant Solutions, you will know your customers are in safe hands.



Understanding your customers' needs

One of the major advantages in choosing to work with Assurant Solutions is that we can offer tailored solutions as well as off the shelf products. Innovation and flexibility are our core strengths. We will work with you to create an offering tailored to your specifications which means that the requirements of your target market are reflected in the insurance offering.

Depending on what suits your customers, we can tailor excesses, the duration of the policy, payment methods and other terms.

Portable electronic goods - a market that never stands still

- 1.3 million mobile phones are stolen per annum.
- A mobile phone is stolen every minute in the UK.
- Latest figures show half of all street crime now involves mobile phone theft.
- 50% of mobile phone owners reported that their phone had been lost or stolen in the last 3 years.
(Source: Ernst & Young / Internal Analysis, December 2006)
- The most stolen items from vehicles include satellite navigation systems, mobile phones and MP3 players.
(Source: Research by Admiral in July 2006)

How Portable Electronics Protector works

Portable Electronics Protector provides a wide range of benefits including:

- Repair or replacement up to the original purchase price (set at a pre-agreed level).
- Cover is provided for accidental damage, theft, robbery, breakdown and standard perils (such as lightning, flood or earthquake).
- Allows the customer to choose the amount of insured items.
- The ability to change the items covered.
- Worldwide cover (goods must be purchased in the UK or online with UK specification).
- A choice of protection periods

We offer a range of cover terms for 12, 24, 36, 48 and 60 months. Premiums are renewable annually and are payable monthly. Pricing may be set with or without an excess.

Exclusions

We aim to make exclusions as clear as possible. Items can only be insured either at the point of sale or within six months of purchase to allow for registration – and must be under five years old.

Exclusions typically include theft from a car (unless the item is in a locked glove compartment), software and consequential loss. In order to claim, a valid Crime Reference number is required. Full details of these are provided in the policy documents.

Customers need to wait 30 days before their first claim – from the point of registration or inception.

Because of the emphasis we place on flexibility, we can look to tailor how exclusions operate for each client.

A mutual goal - treating customers fairly

As an underwriter of insurance products, we are used to working in a regulatory environment and apply those principles to everything we do in the design, delivery and servicing of our insurance solutions and business relationships. We see regulation as an opportunity to grow your business. It does not restrict innovation but instead means that the appropriate safeguards are in place for the customer.

You want customers to buy appropriate insurance and be eligible to claim if they need to – so do we. At Assurant Solutions we are committed to treating customers fairly.

If you want to offer your customers the option of quality portable electronic goods insurance, talk to Assurant Solutions and find out about the advantages we bring to our corporate partners and their customers.