Product Lifecycle Stages

First steps

Product Risk Assessment

The inherent

Pre-launch: Product Approval 3 Product Catalogue Post-launch: Ongoing monitoring

Termination / Run-off

ldentify in-

Who is

responsible for

designing,

developing and underwriting

the product?

Have product

manufacturing

roles and

responsibilities

scope product:

conduct risk
associated with a
product should be
assessed so that
actions and controls

2 Define
Manufacturer
roles and
responsibilities

assessed so that
actions and contro
can be put into
place to mitigate
this risk

The scope / intensity of product reviews should be proportionate to product risk.

In-scope new & materially amended products must undergo a Product Approval Process (PAP) before they can be marketed and distributed, which includes:

- Defining the Target market (TM), their characteristics, risk profile, and the complexity and nature of the insurance product.
 Understanding any vulnerability factors within the TM
- Defining an appropriate distribution strategy for TM
- Product testing to verify that the product will respond we; in different scenarios in line with the defined needs of the TM

Relevant information about the product and the product approval process must be shared with distributors.

New or materially amended product, once approved, must be updated on the Product Catalogue.

Product owners must maintain a complete and accurate product list.

Product entries must be reviewed at annually and where ad hoc changes are made.

The catalogue must capture different product variations of the product.

Products must be monitored at least annually.

Product performance MI and distributor remuneration details should be collected and used to carry out Fair Value assessments.

Action must be taken by manufacturers and distributors, as appropriate, to remedy any identified issues and prevent reoccurrence.

Remedial actions and product changes must be documented and product distributors must be notified.

Before a product is cancelled or put into run-off, we are required to consider the risks that this may pose to customers and take reasonable steps to mitigate those risks.

been formally agreed and documented?

