Fair Value Assessment

Protection

Product name: Business Menu Plan including Life Cover, Life or Critical Illness, Critical Illness, Income Protection and Key Person Income Protection
Assessment Date: April 2026

Summary of Fair Value Assessment

Royal London's updated Fair Value Assessments across its Protection product portfolio for 2026 have been completed and shared.

This demonstrates that the products and services provided by Royal London continue to represent fair value for customers and are designed to deliver good outcomes across the full customer journey. At Royal London, we actively oversee both the products we offer and the wider proposition that sits around them to make sure they continue to meet the needs of clearly defined target markets.

This year, we've further strengthened our Fair Value Assessment approach by enhancing the depth and consistency of monitoring across all four Consumer Duty outcomes. This monitoring shows that customers are consistently achieving good outcomes, including those who may be in vulnerable circumstances. There are many positive aspects to highlight.

- **Our comprehensive cover** provides a broad range of protection solutions with flexible features and options, enabling customers and their families to rely on us when it matters most. In 2025 we paid out a total of £821m in Protection claims, representing over 62,000 claims overall.
- **Our additional support services**, including the Helping Hand wellbeing and recovery services, form a key part of the overall value delivered, supporting customers through significant life events and helping to build resilience.
- **Our communications and engagement** continue to evolve, with increased use of the My Royal London portal alongside targeted prompts and reminders that encourage customers to actively understand and review their cover.

We'll continue to strengthen our approach in a small number of targeted areas, particularly in simplifying how we explain more complex features and further enhancing how we identify, support and measure outcomes for customers in vulnerable circumstances.

As always, we'll robustly monitor outcomes and respond to feedback, ensuring customers and advisers can remain confident in the value delivered.

Carrie Johnson
Customer Life Stage Director

Business Menu Plan

This document summarises the Fair Value Assessment carried out for the Business Menu Plan as a whole. A Fair Value Assessment of the underlying outcome measures was carried out at each cover level, as the component products of the Business Menu Plan. This includes Life Cover, Life or Critical Illness, Critical Illness, Income Protection and Key Person Income Protection.

Product description

The Royal London Business Menu Plan has been designed to be suitable for customers who wish to protect against the financial implications of death, critical illness or if they can't work because of an illness or injury and who primarily require cover for a fixed term.

The product has been designed to suit customers who are resident in the UK, Jersey, Guernsey or Isle of Man.

The flexible menu-based format allows covers to be mixed and matched cost-effectively offering the opportunity to have either level, decreasing, or increasing cover all within the one plan.

A menu-based product can also help to cater for business changes such as a change in the value of a key person, partner or shareholder and increases to a business mortgage or loan. These can be facilitated by adding or removing covers or, subject to specified limits, increasing or reducing cover amounts without having to provide any further medical evidence.

Distribution strategy

This product should be sold face-to-face, over the telephone or via digital channels, and distributed on a fully advised or non-advised basis. It should not be sold on an execution-only basis.

Target Market Statement: Life Cover

Product description

- This cover pays out a lump sum in the event of the death of the person covered or the diagnosis of a terminal illness that meets our definition during the chosen term of cover.
- The cover can be taken out on a single or joint life basis for a chosen fixed or renewable term. It can be paid for monthly or annually.
- It's possible to choose the cover on a level, increasing (by either Retail Prices Index or a fixed rate between 2-5%), or decreasing basis (on a chosen interest rate from 0-15%).
- Optional Waiver of Premium cover is available. This pays the monthly or annual plan premiums if the person covered meets our definition of incapacitated or terminal illness during the chosen term of cover.

Who the product is designed for

- Businesses who want to protect themselves against financial hardship in the event of death or diagnosis of a terminal illness of a key employee, partner, or shareholder.
- Businesses looking for key person, shareholder, or loan protection cover.
- Key people, partners, or shareholders of businesses with vulnerabilities most frequently attributed to physical and/or mental health issues, lower levels of financial understanding and reduced financial resilience. Individuals from these groups will be present in the target market and supported by this product.
- Businesses with key people, partners or shareholders aged between 18 and 89 years old. We'd typically expect most people to be between the ages of 25 and 65.

Who the product is not designed for

- Businesses who require whole of life cover for employees.
- Businesses seeking an investment return or cash value.
- Businesses looking for insurance to cover employees being diagnosed with a critical illness or to cover income if they can't work because of an illness or injury or become unemployed/made redundant.
- Businesses looking for cover for employees younger than age 18 or aged over 89.
- Customers who are looking for Personal Protection.

Target Market Statement: Life or Critical Illness Cover

Product description

- This cover pays out a lump sum if the person covered dies, is diagnosed with a critical illness or a terminal illness that meets our definition during the chosen term of cover.

- The cover can be taken out on a single or joint life basis for a chosen fixed or renewable term. It can be paid for monthly or annually.

- It's possible to choose the cover on a level, increasing (by either Retail Prices Index or a fixed rate between 2-5%), or decreasing basis (on a chosen interest rate from 0-15%).

- The cover has optional:

  1. Total and Permanent Disability (TPD) cover. This would pay a claim if the person covered meets the requirement of the TPD definition noted on their cover summary.

  2. Children's cover is available on a Standard or Enhanced basis. This pays a lump sum if the child of the person covered dies or is diagnosed with a critical illness or terminal illness that meets our definition. Children's cover can be added when the plan starts or at any point during the cover term. It can also be removed at any time.

  3. Waiver of Premium cover. This pays the monthly or annual plan premiums if the person covered meets our definition of incapacitated or terminal illness during the chosen term of cover.

Who the product is designed for

- Businesses who want to protect themselves against financial hardship in the event of a key employee, partner or shareholder dying or being diagnosed with a terminal illness or critical illness.
- Businesses where there is a higher likelihood of people being key to the success of the business or owning an interest in its value and need key person, shareholder, or loan protection to enable sustainability.
- Key people, partners, or shareholders of businesses with vulnerabilities most frequently attributed to physical and/or mental health issues, lower levels of financial understanding and reduced financial resilience. Individuals from these groups will be present in the target market and supported by this product.
- Businesses with key people, partners or shareholders aged between 18 and 84 years old. We'd typically expect most people to be between the ages of 25 and 60.

Who the product is not designed for

- Businesses who require whole of life cover for employees.
- Businesses seeking an investment return or cash value.
- Businesses who choose standalone Critical Illness Cover and are looking for payment on death or terminal illness of an employee.
- Businesses who are looking for a regular or monthly income if an employee is diagnosed with a critical illness, can't work because of an illness or injury, or becomes unemployed/made redundant.
- Businesses looking for cover for employees younger than age 18 or aged over 84.
- Customers looking for Personal Protection.

Target Market Statement: Critical Illness

Product description

- This cover pays out a lump sum if the person covered is diagnosed with a critical illness that meets our definition during the chosen term of cover.
- The cover can be taken out on a single or joint life basis for a chosen fixed or renewable term. It can be paid for monthly or annually.
- It's possible to choose the cover on a level, increasing (by either Retail Prices Index or a fixed rate between 2-5%), or decreasing basis (on a chosen interest rate from 0-15%).
- The product has optional:

  1. Total and Permanent Disability (TPD) cover. This would pay a claim if the person covered meets the requirement of the TPD definition noted on their cover summary.

  2. Children's cover is available on a Standard or Enhanced basis. This pays a lump sum if the child of the person covered dies or is diagnosed with a critical illness or terminal illness and meet our definition. Children's cover can be added when the plan starts or at any point during the cover term. It can also be removed at any time.

  3. Waiver of Premium cover. This pays the monthly or annual plan premiums if the person covered meets our definition of incapacitated or terminal illness during the chosen term of cover.

Who the product is designed for

- Businesses who want to protect themselves against financial hardship in the event of a key employee, partner, or shareholder being diagnosed with a critical illness.
- Businesses where there is a higher likelihood of people being key to the success of the business or owning an interest in its value and need key person, shareholder, or loan protection to enable sustainability.
- Key people, partners, or shareholders of businesses with vulnerabilities most frequently attributed to physical and/or mental health issues, lower levels of financial understanding and reduced financial resilience. Individuals from these groups will be present in the target market and supported by this product.
- Businesses with key people, partners or shareholders aged between 18 and 84 years old. We'd typically expect most people to be between the ages of 25 and 60.

Who the product is not designed for

- Businesses who require whole of life cover for employees.
- Businesses seeking an investment return or cash value.
- Businesses who are looking for payment upon death or terminal illness of an employee.
- Businesses looking for a regular income if an employee is diagnosed with a critical illness.
- Businesses who are looking for a monthly income if an employee can't work because of an illness or injury or becomes unemployed/made redundant.
- Businesses looking for cover for employees younger than age 18 or aged over 84.
- Customers looking for Personal Protection.

Target Market Statement: Income Protection

Product description

- This cover pays out a monthly income if the person covered can't work because of an illness or injury, or is diagnosed with a terminal illness, that meets our definition of incapacitated during the chosen term of cover.
- The cover can be taken out on a single life basis and it's possible to choose how long the cover will pay out for. This can be either 1 year, 2 years, 5 years or until the term ends. It can be paid for monthly or annually.
- It's possible to choose the cover on a level or an increasing basis (by either Retail Prices Index or a fixed rate between 2-5%).
- Waiver of Premium cover is automatically provided. This pays the monthly or annual plan premiums if the person covered can't work because of an illness or injury that meets our definition of incapacitated or terminal illness during the chosen term of cover.
- Other benefits automatically included:
  - Fracture cover
  - Hospitalisation payment
  - Additional payment on death
  - Return to work payment - for deferred periods of 13 weeks or above.

Who the product is designed for

- Businesses looking to provide personal income protection for a partner or shareholder alongside other covers to protect the business.
- Partners or shareholders of businesses with vulnerabilities most frequently attributed to physical and/or mental health issues, lower levels of financial understanding and reduced financial resilience. Individuals from these groups will be present in the target market and supported by this product.
- Customers between age 18 and 70 years old. We'd typically expect most customers to be between the ages of 25 and 55.

Who the product is not designed for

- Businesses who want to provide cover for employees who do not carry out paid work.
- Businesses who are looking for a monthly income if an employee becomes unemployed/made redundant.
- Businesses who require whole of life cover for employees.
- Businesses seeking an investment return or cash value.
- Businesses looking for a lump sum or regular income in the event an employee dies or is diagnosed with a critical illness.
- Businesses looking for cover for employees younger than age 18 or aged over 70.
- Customers looking for Personal Protection.

Target Market Statement: Key Person Income Protection

Product description

- This cover pays out a monthly income if the person covered can't work because of an illness or injury, or is diagnosed with a terminal illness, that meets our definition of incapacitated during the chosen term of cover.
- The cover can be taken out on a single life basis and it's possible to choose how long the cover will pay out for. This can be either 1 or 2 years.
- It's possible to choose the cover on a level or an increasing basis (by either Retail Prices Index or a fixed rate between 2-5%).
- Waiver of Premium cover is automatically provided. This pays the monthly or annual plan premiums if the person covered can't work because of an illness or injury that meets our definition of incapacitated or terminal illness during the chosen term of cover.

Who the product is designed for

- Businesses looking to protect themselves against the loss of profits attributed to a key person being unable to work because of an illness or injury that meets our definition of incapacitated.
- Businesses with financial commitments and outstanding debts which may include rent or loan payments.
- Key people of businesses with vulnerabilities most frequently attributed to physical and/or mental health issues, lower levels of financial understanding and reduced financial resilience. Individuals from these groups will be present in the target market and supported by this product.
- Businesses with key people aged between 18 and 70 years old. We'd typically expect most people to be between the ages of 25 and 55.

Who the product is not designed for

- Businesses who want to provide cover for employees who do not carry out paid work.
- Businesses who are looking for a monthly income if an employee becomes unemployed/made redundant.
- Businesses who require whole of life cover for employees.
- Businesses seeking an investment return or cash value.
- Businesses looking for a lump sum or regular income in the event an employee dies or is diagnosed with a critical illness.
- Businesses looking for cover for employees younger than age 18 or aged over 70.
- Customers looking for Personal Protection.

How to use this Fair Value Assessment

The Consumer Duty ('Duty') sets the standard of care that firms should give to customers. Royal London is the manufacturer of this product. We've designed this Fair Value Assessment so Distributors can easily assess the product's fair value against the four Duty outcomes. This information also helps Distributors demonstrate that they're meeting their own Duty obligations.

Products and services outcome

- We've assessed our products and services as fit for purpose, providing features, flexibility, and support to meet customers' protection needs.
- Clear target markets have been defined, and we can evidence that our product is being distributed to the right customers; 99% of customers fall into the appropriate target markets with products and features being used in line with expected behaviours.
- We've continued to make enhancements to our digital trust processes to encourage access and take up. We'll continue to focus on this area as analysis has indicated some customers struggle to fully understand more complex features such as the importance of writing plans in trust for tax efficiency.
- We continue to simplify how we explain more complex features to support confident customer decision-making.
- Vulnerability continues to be a key focus within the products and services we provide. We're committed to incorporating inclusive design principles during our product and service design. This, combined with insight and feedback to guide future changes and enhancements, ensures we can best meet the needs of customers in vulnerable circumstances. We're also working hard to provide more data to evidence the outcomes for vulnerable customers. This data helps us continuously improve our services and to make sure that all customers receive consistently good outcomes.

Price and value outcome

- We're satisfied customers are receiving fair pricing for the benefits they receive, with robust governance and oversight in place to make sure our pricing remains at a fair level and delivers customer value.
- We've improved our governance around new distribution requests for higher levels of commission, ensuring a robust, consistent approach is taken. Such requests will only be accepted where we're confident customers will continue to receive fair value.
- A suite of Helping Hand services is available to all customers. We continue to promote this through the My Royal London portal which will further increase awareness and usage.

Consumer understanding outcome

- We're satisfied there's sufficient evidence to establish that customers are receiving timely, accurate and accessible communications at onboarding and at key times to support their financial decisions. Our communications have been tested, providing evidence that customers understand the information they are given, and they can make timely and informed decisions.
- Our communications are available in a range of alternative formats to support the information needs of customers, including vulnerable customers. Testing has confirmed that content is generally well understood and jargon free.
- We continue to enhance how we communicate with customers throughout the lifecycle of their products. Currently our communications encourage customers to engage using tools such as the My Royal London portal. We've developed an annual email to invite customers to register and log into the portal to review their cover. Reminders and nudges are helping to encourage further engagement, prompting customers to take advantage of the features and options of their products.
- We'll continue to seek customer feedback to make sure they understand the cover they have and reflect this in reviews of our communications.

Consumer support outcome

- Customers and advisers can engage with Royal London in line with their preferences, with a mix of digital, email and telephony being used. We're confident that our service continues to deliver positive outcomes.
- Although we've met the service levels for claims, we've not met ambitious service levels we set ourselves for all customer support, particularly for servicing and new business through the underwriting journey. We have an agreed plan to bring these in line with our targets.
- We support our customers in vulnerable circumstances through multiple channels and are continuously enhancing our digital support offerings. Additionally, we're building greater capability to test and measure vulnerable customer outcomes, ensuring they consistently receive good outcomes.

Green indicates the outcome has some individual non-material measures outside of acceptable tolerance. There is a low likelihood that this will have a detrimental impact on customer outcomes in the next 12 months.

Amber indicates the outcome has some non-material measures or individual material measures outside of acceptable tolerance. There is a possible likelihood that these will have a detrimental impact on customer outcomes in the next 12 months.

Red indicates the outcome has some material measures outside of acceptable tolerance. There is a probable likelihood that these will have a detrimental impact on customer outcomes in the next 12 months.

Our approach to Fair Value Assessment

We regularly monitor and review our products using our customer outcomes frameworks to make sure they continue to meet the needs of their target market and deliver good customer outcomes. This is an overview of how we've assessed this product against the four Duty outcomes.

Products and services outcome

Products and services are fit for purpose, designed to meet the needs of customers in the target market and are distributed appropriately.

We've checked that:

- The distribution channel and customer base are in line with the product's target market
- Customers use the product in the way it's intended, receive the necessary support and avoid foreseeable harm throughout the lifetime of the product
- Vulnerable customers are identified and protected from key risks.

Price and value outcome

The amount customers pay for a product or service represent fair value for the benefits they receive from it.

We've checked that:

- The total amount paid by customers includes all agreed costs and charges over the lifetime of the product
- Customers receive benefits they can reasonably expect for the total amount paid over the lifetime of the product
- Services included within the product are appropriate for customers in the target market.

Consumer understanding outcome

Customers receive the information they need, at the right time and presented in a way they can understand.

We've checked that:

- Communications have a clear purpose, provide customers with the information they need to achieve their financial objectives, and are easily understood and timely
- Communications are available in alternative formats, including those which support vulnerable customers.

Consumer support outcome

Customers should be able to realise the benefits of the products and services they buy and are supported in pursuing their financial objectives.

We've checked that:

- Customer requests are carried out promptly and accurately
- Powers of Attorney receive the same level of service as customers
- There are different channels of support available, including those which support vulnerable customers.

We also regularly analyse customer complaints to identify the root cause of any issues and act to address each in a timely manner.

Distributors have a responsibility to make sure that fees or charges paid directly to them by customers don't adversely impact the overall value to that customer. Our assessment is only based on commission paid or charges we've been asked to pay to our distribution partners as part of the sale or servicing of our products. We periodically review Distributor remuneration and charging structures to understand the overall cost to customers. This helps assess whether our products continue to offer fair value to customers.

Product Development Process

We aim to develop products that deliver good outcomes for customers in the identified target market. Our product development process is designed to make sure we act in good faith, avoid causing foreseeable harm to customers, and enable and support customers to pursue their financial objectives. This process includes, but isn't limited to:

- Identifying the target market - who the product is suitable for and who it's not
- Designing the product to meet the identified needs of the target market over the lifetime of the product, including the needs of customers who may be vulnerable
- Identifying a distribution strategy that aligns with the needs of the target market, including for customers who may be vulnerable
- Establishing costs and charges that are appropriate and represent fair value for customers in terms of the amount paid and the benefits that they can reasonably expect to receive
- Developing customer communications that are clear, easy to understand and timely
- Ensuring customers don't face unreasonable barriers when using the product or progressing their financial objectives.

For further information visit
adviser.royallondon.com

18 61

We're happy to provide your documents in a different format, such as braille, large print or audio, just ask us when you get in touch.

April 2026

L P2 PD 0001