

# Whole of Life Plan

## Target Market and Fair Value Assessment

Product design	The product will pay out the sum assured upon death.
Target Market (Who is this product designed for)	UK residents who would like to generate a fixed lump sum amount when they die and who are in sound health when applying.
Product features	<ul style="list-style-type: none"> <li>✓ Full cover after 12 months' premiums have been received</li> <li>✓ Guaranteed fixed amount paid on death</li> <li>✓ Peace of mind that their loved ones will be taken care of</li> <li>✓ Policy is underwritten based on health and lifestyle</li> </ul>
Not suitable for	<ul style="list-style-type: none"> <li>✗ Individuals not looking for whole of life insurance cover</li> <li>✗ Have a pre-existing serious medical condition</li> <li>✗ Individuals who are not familiar with savings accounts or who do not understand the product features, risks, investments and charges</li> </ul>
Age range of applicant	16 to 70 (next birthday)
Location of applicant	UK Nationwide and Crown representatives overseas
Risks of the product	<ul style="list-style-type: none"> <li>! If premiums stop in the first 10 years the policy will lapse without value</li> <li>! If premiums cease after 10 years the policy will have a reduced sum assured</li> </ul>
Fair value assessment	<p>UK life expectancy is 82.  Average age of our whole of life policyholder is 58  Average annual premiums is £204. (£17 per month)  Average sum assured is £6,147  24yrs x £204 = £4,896.  Therefore on average policyholders will get back more than they have paid in.</p> <p>Charges are taken of 125% in the first year of the policy, with the charge taken from each premium paid. In the subsequent years the charge is 10% of the annual premiums. The cash sum on death is not affected by these charges.</p>
Distribution	<p>The product is sold directly by Sheffield Mutual, but also through intermediary channels on an advised, non-advised and introduced basis. Commission is paid for Advised, non-advised and introduced business.</p> <p>These commissions are covered by the annual management charge</p> <p><i>There is a 12 month pro-rata clawback on commission paid, if the plan is cancelled within 12 months</i></p>
Discretionary member benefits	<ul style="list-style-type: none"> <li>🌱 Sheffield Mutual Friendly Society membership</li> <li>🌱 Optical and dental up to £30 for each type of claim every 2 years</li> <li>🌱 Sheffield Mutual Benefit Hub &amp; Member Assistance Program</li> </ul>