

A man and a woman wearing hats are looking at a display of fresh produce, including coconuts and papayas, at a market stall. The scene is bright and outdoors.

# Conduct Pricing

Doing the right thing

**KATE SYRED**

Managing Director  
of Household  
& Partnerships

# Conduct pricing

## Key messages

1

We first implemented our conduct pricing framework in 2014

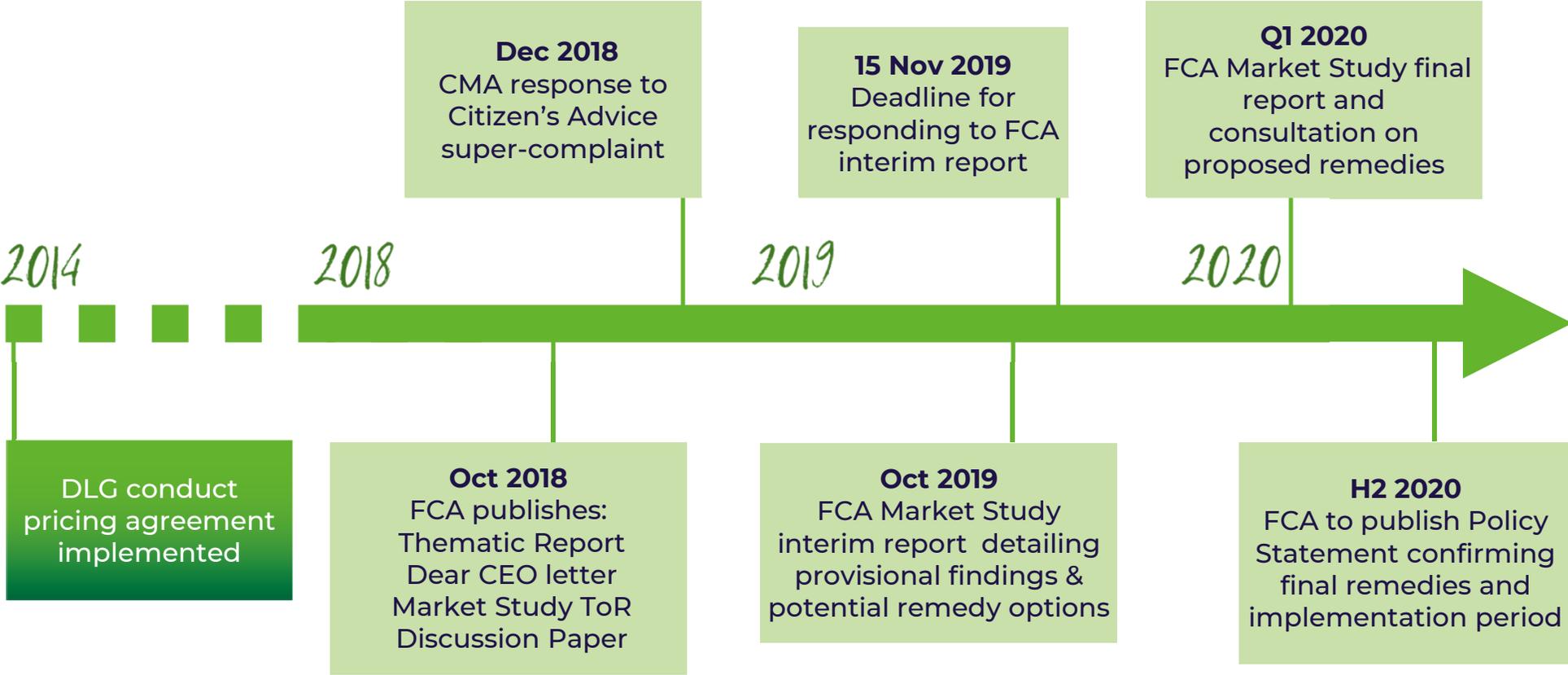
2

We worked closely with the ABI to develop industry principles and action points (GPAPs)

3

We are actively engaged with the FCA on proposed remedies and support a level playing field

# Conduct pricing Timeline



# We care about our customers and welcome a level playing field

## Proposed remedy

## Our progress

1	<b>Preventing prices increasing for customers who don't switch</b>	<ul style="list-style-type: none"><li>– All customers with 5 yrs + tenure have their prices reviewed</li><li>– Margin pricing is constrained with many customers on inflation only, frozen or discounted prices</li></ul>
2	<b>Strengthening product governance</b>	<ul style="list-style-type: none"><li>– We have governance in place including a named Executive responsible for Customer Conduct</li><li>– Pricing governance includes maximum margins and acceptable distributions</li></ul>
3	<b>Be clearer and more transparent</b>	<ul style="list-style-type: none"><li>– Our ambition is for all offers to be transparent to customers</li><li>– Our tech upgrade is designed to give us the capability to do this</li></ul>
4	<b>Tackle practices that discourage switching</b>	<ul style="list-style-type: none"><li>– Auto-renewal is an important safeguard for customers</li><li>– We believe customers should be able to opt out easily of auto renewal</li></ul>
5	<b>Help customers find better deals</b>	<ul style="list-style-type: none"><li>– Not all insurance products are the same</li><li>– All our products' features are reviewed and updated to be appropriate in the current market</li></ul>

# Disclaimer

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