



# Safeguard the future of your business

## The Business Protection Plan

When a business loses a key employee, a shareholder or a partner, the consequences can be dramatic. Profits can fall. Loans might have to be repaid at short notice. At worst, the future of the business can come under threat. Businesses need to know that, even if the worst should happen to someone vital, they'll have the means to stay on track.

### Our Business Protection Plan can help give you this reassurance



It offers two kinds of cover: Life Cover, and optional Disability Cover for business.

- **Life Cover** helps you protect your business if a key employee, shareholder or partner dies, and
- **Optional Disability Cover for business** helps if a key employee, shareholder or partner falls ill or is seriously injured.

### You can use this cover in three ways:

1

#### Protect your profits if you lose an employee

Lots of businesses find that a small group of individuals - or even just one individual - is responsible for a large part of their profits. Losing one of them can have a serious impact on the health of the business.

With our **Key Person Cover**, you can keep this impact to a minimum. You choose which people you want to cover. There's a simple formula for working out how much profit they're responsible for. Then if they die or suffer from a severe illness (if you have chosen Disability Cover for Business), we pay you a lump sum, which can help make up for any profits you lose and keep your business on track.

2

#### Keep control of your business if a shareholder or a business partner dies or suffers a serious illness

If one of your shareholders dies or is suffering from a severe illness (if you have chosen Disability Cover for Business), their shares will usually pass to their beneficiaries. To regain full control of the business, the surviving shareholders will need to buy the shares back. But they might not have the available capital to do this.

**With our Shareholder and Partner Protection**, you get a lump sum if a shareholder or a business partner dies. This helps to cover the cost of buying their shares - so you can keep control of your company.

3

#### Look after your business loans if a shareholder or a business partner dies or suffers a serious illness

If one of your business partners or shareholders dies or is suffering from a severe illness (if you have chosen Disability Cover for Business), lenders may have the right to demand that you pay back any outstanding loans. These could be difficult to pay off at short notice.

**Loan Protection** means you won't have to worry. If a business partner or shareholder dies, it gives you a lump sum to pay off your business loans.

## Case study



Maz

**When Maz set up her own PR business four years ago, she was working by herself from her kitchen in Oxford.**

Since then, her team has grown from one to six, and is now based in a busy central London office. Even though the budget is still tight for this growing company, Maz believes that she can't afford not to insure her business. And that means insuring her most valuable employees.

"Like other business owners, I thought it seemed pretty obvious to get buildings and contents insurance," she explains. "But a business is all about the people, especially in an industry like ours. If there was a problem with our property, we'd cope by going home

and working on our laptops and our Blackberrys. But if I lost one of my senior employees, it wouldn't be so easy to deal with – their expertise, and the relationships they've built with the people we work with, are what makes this business a success. It's something that's very difficult to replace."

That's why Maz took out Business Protection. It gives her Life Cover and Disability Cover for Business that will pay her a lump sum to replace lost profits if one of her most valuable employees dies or suffers a severe illness. "It means my business is protected if the worst happens," she says. "Which means that neither I nor my staff have to worry about the future."



## Extra options with the Business Protection Plan

### Increase your cover as your business increases in value

Like you, we hope that your business will grow. And as it grows, you might need more cover.

If your business grows in specific ways – if a key person becomes more valuable, a shareholder's interest becomes more valuable, or you increase your mortgage or business loan – you can increase your cover, without having to give us any more information about the health of the person insured. This is called the Guaranteed Insurability Option.

### Add waiver of premium to your cover

You can add Waiver of Premium on Incapacity to your Business Protection Plan. That means that if one of the people covered under your plan is unable to work due to illness or injury, we'll waive your premiums.

### Reward your employees for living a healthy lifestyle with Vitality

This is our proven health and wellness programme that can help your employees to get and stay healthy through a range of tools and discounts.

Our reason for creating the Vitality programme is simple. If your employees stay healthy by exercising regularly, eating well and not smoking, they could add years to their life. And that's why we believe insurance shouldn't only benefit people that need to claim. Vitality is core to our plans, which means everyone can get and stay healthy for less.

There are discounts with our health partners and half price health screens, as well as useful tools to help them understand and monitor their health, and set goals to improve it.

### Buy up to *Vitality+*

You can get even more from the Vitality programme if you choose to enhance it with Vitality Plus. As well as 50% off gym membership fees with Virgin Active and LA fitness\* your employees will receive discounts with our reward partners - Eurostar, Mark Warner, Champneys and Cineworld.

The more they take part in the Vitality programme, the more we'll reward them for it.

\*50% off full individual monthly gym memberships. 25% off full individual monthly gym membership for Virgin Active 'Classic clubs' and LA fitness South Kensington club.



## About PruProtect

We offer a range of cover designed to fit the way people live their lives today. As well as Business Protection Cover and Relevant Life Policies, we also offer personal protection products including Life Cover, Serious Illness Cover, Income Protection and Health Cover.

## Find out more

This brochure gives an overview of our Business Protection Cover.

To find out more about Business Protection Cover or any of our other products, please speak to your financial adviser, or take a look at [pruprotect.co.uk](http://pruprotect.co.uk).

