



# Product Development Process

This document sets out the governance process for designing and developing propositions, including their approval requirements, within RLAM with the goal of ensuring that propositions meet identified customer needs based on insight and deliver good customer outcomes. The procedure integrates regulatory requirements, including those of MiFID II and the FCA Product Intervention and Product Governance Sourcebook (PROD).

## Product Development Objectives

Our process is designed to enforce the following principles:

- Proposition decisions are based on robust customer insight and on clear benefits to customers and Royal London
- It's clear how the proposition meets customers' needs and supports Royal London's Customer Value Statements
- Propositions are developed in line with Royal London strategy, the Group policy suite and brand guidance
- Proposition risks are understood and mitigating actions are planned, documented and tracked
- Propositions comply with regulatory guidance including that related to Conduct Risk and the achievement of good customer outcomes
- Propositions are designed with clear Target Markets defined as part of the development process
- Businesses have appropriate transparency and disclosure over their proposition developments, capital requirements, costs and risks, and engaging with the right approval committees at the right times
- The Customer Value Statements (CVS) support our approach to Conduct Risk and are designed to deliver the right outcomes for customers, demonstrate what good looks like from a customer's perspective and are core standards for Royal London's propositions

