



## Target Market Determination: Pet Insurance Australia

### NAME OF PRODUCT

Pet Insurance Australia - Pet Essentials Cover  
Product Disclosure Statement (PDS) dated 8 May 2023

### WHAT IS A TARGET MARKET DETERMINATION?

This Target Market Determination (TMD) sets out the class of customers that the product has been designed for and is suitable for. It sets out the target market for the product, conditions and restrictions placed on its distribution, events and circumstances that would reasonably suggest that the TMD is no longer appropriate and review periods and reporting obligations for the TMD.

This TMD does not provide any financial product advice on the products and does not take into consideration the objectives, financial situation and needs of individual customers.

The terms and conditions of the product are set out in the PDS. This TMD does not form part of the insurance contract and is not a summary of each product's terms and conditions. Customers should review the PDS before making any decision in relation to the products.

Any terms used in this TMD that are defined in the *Corporations Act 2001* (Cth) have the same meaning as in that Act.

This TMD is available to any person at <https://www.petinsuranceaustralia.com.au/>

**Effective date of this TMD:** 29 June 2023

### ISSUERS

This Target Market Determination is made by the issuers of the respective products:

PetSure (Australia) Pty Ltd ABN 95 075 949 923, AFSL 420183 (PetSure) is the issuer of Pet Insurance Australia policies first issued on or after 8 May 2023.

The Hollard Insurance Company Pty Ltd ABN 78 090 584 473, AFSL 241436 (Hollard) is the issuer of Pet Insurance Australia policies first issued prior to 8 May 2023.

## PRODUCT DESCRIPTION AND KEY ATTRIBUTES

The product has been designed for people who want cover towards eligible veterinary expenses incurred by the owners of cats or dogs. The key attributes of the product are briefly described below:



### Cover type

Cover for both specified accidental injuries and illnesses, excluding cruciate ligament conditions and cancer



### Benefit percentage

Up to 90% of eligible veterinary bills for pets under the age of 8 years. This benefit reduces to 65% once the pet exceeds 8 years of age.



### Annual benefit limit

Up to \$6,000 per policy period



### Sub-limits

A \$1,000 annual condition limit applies to each covered condition per policy period

Other key attributes of this product include:

- it does not provide comprehensive cover for preventative care costs and general pet maintenance costs like grooming and pet food; and
- cover is subject to annual limits, sub-limits (which can increase from time to time to help keep pace with the cost of veterinary care), terms, conditions and exclusions. Examples of key exclusions include waiting periods at the inception of a new policy and coverage exclusions for chronic pre-existing conditions.

## LIKELY OBJECTIVES, FINANCIAL SITUATION AND NEEDS OF CUSTOMERS IN THE TARGET MARKET

The likely objectives, financial situation and needs of customers in the target market is contribution towards eligible veterinary expenses that they incur, to help ensure their pet can receive appropriate treatment and to reduce (and not cover in full) the cost to the customer of that treatment.

Customers in the target market will be able to afford to pay:

- premiums for the product, which will increase from year to year;
- the full amount for treatment upfront to the vet before seeking claims reimbursement for the eligible expenses, unless using the GapOnly® claims payment platform (in which case, customers need to be able to pay upfront the 'gap' payment - the 'gap' means the difference between the vet's invoice for eligible expenses and the claim benefit calculated under the policy terms and conditions, if any);
- any veterinary expenses above the accepted claim amount, including:
  - costs above the applicable percentage (up to 90% of eligible veterinary expenses for pets under the age of 8 years, and up to 65% of eligible veterinary expenses once the pet exceeds 8 years of age)
  - costs above the applicable annual benefit limit (up to \$6,000 per year);
  - costs above the annual condition limit (up to \$1,000 per condition per year); and
  - costs above the applicable sub-limits.

## TARGET MARKET FOR THE PRODUCT

### Who these products may be suitable for

A person is in our target market for this product if they:

- are 18 years of age and over;
- want cover for a pet over the age of 8 weeks old and younger than 12 years old at the time of the first policy commencement date;
- have a domestic dog or cat that is legally available in Australia;
- want cover towards the costs associated with a range of specified accidental injuries and illnesses that their pet may experience;
- want up to 90% of their eligible veterinary expenses covered up to \$1,000 for each condition every policy period. Once the pet reaches it's eighth birthday, you want a reduced benefit percentage of 65%;
- want cover up to \$6,000 overall for the policy period; and
- can afford to pay the applicable premium, upfront veterinary expenses before submitting a claim (unless GapOnly® is used), and veterinary expenses that are above the accepted claim amount.

### Who these products may not be suitable for

A person will not be in our target market for this product if they:

- are seeking cover for known chronic pre-existing conditions;
- are seeking total reimbursement of veterinary expenses for all illnesses or accidents, and preventative treatments and ownership costs that their pet may experience;
- do not want an annual condition limit to apply for the treatment of each covered condition;
- want cover for treatment for cruciate ligament conditions, consultations and/or cancer; and/or
- cannot afford to pay the applicable premium, upfront veterinary expenses before submitting a claim (unless GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount.

## **CONSISTENCY BETWEEN THE PRODUCTS AND TARGET MARKET**

This product will likely meet the likely objectives, financial situation and needs of the target market because it addresses the needs of customers in the target market to reduce the costs of eligible veterinary expenses.

## **DISTRIBUTION CONDITIONS**

### **PetSure issued policies**

PetSure issued Pet Insurance Australia - Pet Essentials Cover product is only available to customers whose policies were first issued to them on or after 8 May 2023. These products are distributed through:

- visiting the website of Pet Insurance Australia;
- calling the contact centre of PetSure; or
- calling the contact centre of a Pet Insurance Australia distribution partner.

All enquiries made online use a quotation tool which asks the customer to answer a series of questions before finalising a quote. Customers seeking a quote via the phone will be asked a series of questions from a system-based script by a trained operator. The response to these questions will determine if the customer meets the eligibility criteria, which align with the description of the target market set out above. A sale will not progress if these eligibility criteria are not met. All call centre representatives are provided with adequate training and their sales are routinely monitored by us to ensure that they sell the products only to customers who are in the target market.

Pet Insurance Australia policies are promoted and distributed by Pet Insurance Australia Pty Ltd (ABN 85 113 507 850, AR no 326233) (PIA). PIA is an authorised representative of PetSure. PetSure and PIA also in turn have arrangements with other approved distribution partners, with appropriate terms to ensure the products are distributed to the customers that fall within the target market.

PetSure will monitor whether customers are in the target market, pursuant to the criteria in this TMD. If PetSure identifies the customer is no longer in the target market, PetSure will contact them.

### **Hollard issued policies**

Hollard issued Pet Insurance Australia - Pet Essentials Cover product is only available to renewing customers whose policies were first issued to them prior to 8 May 2023.

For Hollard issued policies, Hollard has arrangements in place with PetSure with appropriate terms to ensure the products are distributed to the customers that fall within the target market.

Hollard will monitor whether customers are in the target market, pursuant to the criteria in this TMD. If Hollard identifies the customer is no longer in the target market, PetSure, under its arrangement with Hollard will contact the customer.

## REVIEWING THIS DOCUMENT

### Periodic Review

Each issuer will review this TMD, insofar as it relates to the products issued by them, within 24 months from its commencement date and subsequently every 24 months thereafter.

### Review Triggers

Each issuer will also review this TMD, insofar as it relates to the products issued by them, if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

- any material changes being made to the product coverage, pricing methodology, underwriting or eligibility criteria or its method of claims assessment and settlement;
- any material changes to methods of distribution;
- changes in law or regulatory guidance or industry code which may materially affect the terms of cover or distribution or regulatory feedback or concerns raised to suggest the TMD may no longer be appropriate;
- identification of systemic issues and findings, produced from quality assurance or governance processes, that may indicate an issue with the product or the appropriateness of the TMD;
- any occurrence of a significant dealing outside of the target market;
- compliance incidents and breaches that may indicate an issue with the product and the appropriateness of the TMD; or
- material deviations developing in the customer value metrics that track:
  - financial performance of the product;
  - product desirability;
  - benefit attained from the product by customers;
  - overall claims experience;
  - number and type of complaints received; and
  - customer feedback received.

## REPORTING

Distributors of these products are required to report the following information to the relevant issuer or both issuers (where applicable) within the time specified below:

Information	Reporting period
Actual or potential significant dealings of the product outside of the target market	As soon as practicable and in any event within 10 business days of first becoming aware
Actual or potential issue of the product in breach of distribution conditions or outside of the target market	As soon as practicable and in any event within 10 business days of first becoming aware
Number and details of all complaints received	Within 10 days of the end of each quarter
Sales and marketing data including but not limited to quotes and sales made, promotions applied, cancellation of cover information	Within 10 days of the end of each quarter
Any data that issuer(s) do not hold and is requested by issuer(s) in writing that allows issuer(s) to monitor customer value metrics as described in "Reviewing this document"	Within 10 days of the end of each month