

TARGET MARKET DETERMINATION

PERSONAL ELECTRONICS AND BAGGAGE

This target market determination (**TMD**) document has been designed to help our customers, representatives and our staff understand who Personal Electronics and Baggage cover is most suitable for (**target market**). This TMD also describes:

- Who this product is not suitable for
- How the product can be distributed to our customers
- How often we will review this TMD and when the next review will be
- The events and circumstances that could mean we need to review whether this TMD is still appropriate
- The information we would need in order to decide that this TMD is no longer appropriate
- How we record information related to Personal Electronics and Baggage cover and how this information is reported.

This TMD is current as at 5 October 2021. We may review this TMD at any time.

Our Product

This product provides coverage for stolen or damaged personal electronics and baggage during a trip. At our discretion, we may replace your personal electronics with a refurbished item from one of our dedicated suppliers.

Who Is The Target Market For Our Product

Personal Electronics and Baggage cover has been designed for customers who would like to insure their items during a trip. It is intended to cover accidental damage and theft but not for misplacement or loss.

This product is suitable for you, if...

- You're looking to book a trip with us or through one of our partners
- You're a resident of Australia
- You want to insure the item against damage or theft, and

- You want coverage for personal use in any country.

This product is not suitable for you, if...

- You want to insure your items against accidental loss of/misplacement
- You want to insure your items against theft or damage whilst they're unattended
- You want protection against general wear and tear or cosmetic damage
- You want protection against loss caused by detention or confiscation by the airline, customs or other government agencies
- You want your reimbursement to include coverage beyond the limits disclosed to you
- You only want your item to be replaced (as we may choose to repair it), or
- You have a similar product, for example, with your credit card

Full details of coverage and its limits should be reviewed by checking the Product Disclosure Statement (**PDS**) before purchasing Personal Electronics and Baggage cover.

Distributing This Product

Personal Electronics and Baggage cover is designed to be distributed by our partners through their online platform.

Our partners are authorised to distribute this product as their customer base aligns to that of the target market.

REVIEWING OUR TARGET MARKET

It is important that we review this TMD to make sure it is appropriate for the needs of our potential and existing customers. When we review this TMD, we will consider information collected by our representatives. This information covers:

- Eligibility for cover
- Sales information
- Customer information
- Claims information

- Feedback and complaints
- Renewals and cancellations

Each year, we will review this TMD to ensure it is still appropriate. The next review will take place on 1 year from effective date.

Review Triggers

Certain events and circumstances taking place could mean that a review should take place earlier than the annual review. This is because the TMD could no longer be appropriate. These events and circumstances are called review triggers. Below is a list of review triggers for this TMD:

- We make a significant change to the eligibility criteria for Personal Electronics and Baggage cover
- We make a significant change to Personal Electronics and Baggage cover, including the cover provided
- We make a significant change to the way Personal Electronics and Baggage cover can be distributed by our representatives
- We receive a significant number of complaints
- We receive a significant number of claims
- We identify that we or our representatives have been selling Personal Electronics and Baggage cover to people outside the target market

Our insurer and partner also consider whether a review trigger has taken place. If they think an event or occurrence is a review trigger, they must tell us within 10 business days.

If we decide we have enough information to identify that a review trigger has occurred, we will review this TMD within 10 business days of our decision.

Records

We will keep records of any actions we take to make sure this product is distributed only to customers who fit this TMD. We will also keep records of any decisions and reasons for:

- The TMD for Personal Electronics and Baggage cover
- How we set review triggers
- How we decide if a review trigger has taken place

- How often we review this TMD
- The general information in this TMD.

Reporting

We record all complaints that we receive about Personal Electronics and Baggage cover. Our representatives must also record any complaints related to Personal Electronics and Baggage cover. They must report these complaints to us every six months.

If our representatives believe that Personal Electronics and Baggage cover has been sold to a customer who does not fit with this TMD, they must report this to us within 10 business days.

Personal Electronics and Baggage cover is distributed by Cover Genius Pty Ltd ABN 43 159 983 598 AFSL 490058 and is issued by Pacific International Insurer Pty Ltd ABN 83 169 311 193.