

This Target Market Determination (**TMD**) is designed to provide information about the **Budget Direct Pet Insurance** product. Its purpose is to explain the class of customers that comprise the target market, and how the product is distributed. It also contains information about reporting obligations of our Distributors and when the TMD will be reviewed.

The TMD is not a Product Disclosure Statement (PDS), nor is it a summary of the terms and conditions or acceptance criteria for the product. The information contained in the TMD constitutes general advice only and does not consider any person's individual circumstances, likely objectives, financial situation or needs. Customers should review the PDS for full terms and conditions, including benefits, exclusions and limits that apply, before deciding to purchase the product.

This product is issued by Auto & General Insurance Company Limited (AFSL 285571) (also referred to in this document as "AGIC", "us", "we" and "our").

Target Market



Who This Product is Suitable For

The product is likely to be suitable for customers that have the following personal characteristics:

- is an Australian resident over 18-years of age; and
- the owner of a cat or dog that is over 8 weeks and under 9 years old when the policy is first purchased.



Who This Product is Not Suitable For

The product is not likely to be suitable for customers if any of the following apply to them or their pet:

- The customer uses their cat or dog for commercial or occupational purposes, with the exception of use as a guide dog or assistance animal;
- The customer requires cover for a pre-existing condition that is not fully cured (free of symptoms for at least 12 months), or condition that arises during any relevant waiting period for their pet;
- The pet is an animal other than a cat or dog;
- The pet is a breed of dog or cat banned from ownership in Australia or in a customer's state of residence; or
- The pet is a dog who has been declared a dangerous dog by an authorised council officer or local court.

Cover

This product is designed for customers who want insurance protection for a cat or dog. The key features of the cover it provides are outlined below:

Cover for:

- accidental injuries to their cat or dog; and
- illnesses to their cat or dog.

Customers who select this product must ensure that they can afford to pay:

- the full amount for treatment up front to the vet before seeking reimbursement for the eligible expenses from us;
- an excess (when applicable); and
- a 20% co-payment towards eligible expenses.

Acceptance Criteria

We also have acceptance criteria that we use to determine whether a customer, who may be in the target market, would be offered the product, such as the type of animal, its breed, and/or its age.

Distribution of the Product

The product is distributed through the following channels:

Application Process	Our Distributors
<ul style="list-style-type: none">• Online• Telephone• Aggregator sites (if applicable)	<ul style="list-style-type: none">• Pet Health Insurance Services Pty Ltd (PHIS), acting under binder with AGIC• Authorised Representatives of AGIC• Australian Financial Service Licensees with arrangements with PHIS or AGIC.

The application process includes specific questions, disclosures and scripting to reduce the likelihood of the product being sold to a customer who falls outside our target market. All staff authorised to sell our products by telephone are trained to understand the key product attributes and the target market for the products that they sell.

All customers will be informed of whether or not they are eligible to purchase our product as part of the application process.

Reporting

Our Distributors of the product are required to report the following to us:

Reportable matter	When
Any potential or actual issue of the product to a retail customer in breach of the distribution conditions or otherwise outside of the Target Market	As soon as practicable after becoming aware of the information and within 10 business days
Information that suggests that, if the product is issued to retail customers in the Target Market, it may not be consistent with the likely objectives, financial situation and needs of those customers	As soon as practicable after becoming aware of the information and within 10 business days
The number and detail of complaints received in relation to the product	As specified in the relevant contract with our Distributors
Compliance incidents or breaches in relation to the product	As specified in the relevant contract with our Distributors

Reviewing the TMD

We will review this TMD every two years, and also where an event or circumstance occurs that may suggest that the TMD is no longer appropriate ('Review Triggers'), as follows:

Review Triggers

- Changes to the cover provided by the product
- Material changes to acceptance criteria
- Customer complaints and feedback
- Claims rejection rates
- Compliance incidents and breaches
- Concerns raised by our Distributors
- Concerns raised by a regulator
- Data relating to sales and cancellations

Preparation Date

This document has been prepared on 30 August 2021.