

Target Market Determination

Comprehensive Car Insurance

This Target Market Determination (TMD) applies to:

- > **Issuer:** Guild Insurance, ABN 55 004 538 863, AFS Licence No: 233791
- > **Product:** Comprehensive Car Insurance

This TMD is intended to provide Guild's distributors and customers with information regarding the class of customers this product has been designed for, taking into consideration their likely objectives, financial situation and personal needs.

This TMD sets out:

- > who is in our target market and who the product is not designed for;
- > any distribution conditions and restrictions for this product;
- > review periods and events that may trigger a review; and
- > reporting obligations of our distributors.

Comprehensive Car Insurance cover has been specifically designed for customers who are seeking cover for damage to, or theft of, their privately owned vehicle and their legal liability for damage to property belonging to other parties, caused by the use of their motor vehicle within Australia.

This product is suitable for:

Y	Customers who own or drive a motor vehicle primarily for personal use within Australia
Y	Customers who are seeking cover for accidental damage to, or theft of, their own vehicle
Y	Customers who are seeking liability cover for damage to property belonging to other parties, caused by the use of their motor vehicle
Y	Customers who are seeking to insure their motor vehicle for either an agreed value or market value
Y	Customers who are seeking cover for drivers with a good driving history

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This product may NOT be suitable for:

N	Customers who are seeking cover for unregistered or unroadworthy vehicles
N	Customers who are seeking cover for unlicensed drivers
N	Customers who are seeking cover for vehicle use outside of Australia
N	Customers who are seeking cover for a vehicle that they own or drive for business or business-related purposes only
N	Customers who are seeking cover for a vehicle that they own or use for income generation through delivering goods and/or carrying passengers

Distribution Conditions

Distribution Conditions & Restrictions	<ul style="list-style-type: none">> Guild Insurance is currently only offering renewals for this product.
Distribution Method	<p>The product can only be offered as a renewal, directly from Guild Insurance</p> <ul style="list-style-type: none">> Any renewal is subject to Guild Insurance's product eligibility criteria> Any advice provided is of a general nature only and does not take into consideration the customer's objectives, financial situation or needs.

Review Triggers

First Review	<ul style="list-style-type: none">> 3 years from 5th October 2021
Periodic Review	<ul style="list-style-type: none">> At least every 3 years
Other circumstances that may trigger a review of this document prior to a periodic review	<p>It is possible that certain events or circumstances may trigger a review prior to the scheduled periodic review. This could include Guild Insurance becoming aware of:</p> <ul style="list-style-type: none">> a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;> a change of relevant law, regulatory guidance or industry code which has a material effect on the terms or distribution of the product;> a material change to the terms or availability of reinsurance for the product;> a determination of the Australian Financial Complaints Authority (AFCA), a court or other tribunal which suggests that the target market may no longer be appropriate;> the product being distributed and purchased in a way that is significantly inconsistent with this TMD;> a significant increase in the number of or systemic complaints or claims issues relating to the product received by us or reported by distributors;> the nature and extent of feedback from distributors, customers or industry bodies which is materially different to what we expected;> data on claims, complaints or cancellations which suggests the target market may no longer be appropriate; and> any significant dealings outside the TMD and which we consider reasonably suggests that this TMD is no longer appropriate. <p>If any circumstances trigger a review of this document prior to the Periodic Review, then this TMD will be reviewed within 10 business days of Guild Insurance first becoming aware of such trigger.</p>

Reporting Obligations

All reporting data is collected and monitored by Guild Insurance, as the Issuer and Distributor of this product.

Information Required	Description	Reporting Period
Complaints	Number and nature of complaints received for this product	Quarterly
Feedback	Any feedback that will assist us to improve the product, including customer feedback and verbatims that may imply confusion or dissatisfaction about product cover	Quarterly
Sales	Renewal data including cancellation numbers	Quarterly
Claims	Where relevant, claims data	Quarterly
Significant Dealings	Information such as the date (or date range) the dealing occurred, details and actions taken to mitigate the dealing(s)	As soon as practicable and within 10 business days of significant dealing being identified

This document is not intended to contain all details of customers who are suitable for this product, as that is determined via our application process. Whilst we provide details of who the product is not designed for, the list is not exhaustive. A customer should always refer to the Product Disclosure Statement to ensure the product is right for them. If you require further information, please contact us on: gilbsc@guildinsurance.com.au or **1800 810 213**.

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