

Target Market Determination

Coles Pet Insurance – Comprehensive cover

This Target Market Determination (TMD) applies to:

- > **Issuer:** Guild Insurance, ABN 55 004 538 863, AFS Licence No: 233791
- > **Product:** Coles Pet Insurance – Comprehensive cover

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.

This product is suitable for:

Y	Domestic cat and/or dog owners
Y	Pet owners who regularly visit their vet, follow their vet's advice and provide proper maintenance and preventive care for their pet
Y	Pet owners seeking cover for unexpected and essential vet treatment costs associated with accidental injury or a specified range of illnesses for their pet
Y	Pet owners and their pets who are resident within Australia
Y	Pet owners who are looking to maintain a lower premium by retaining the cost for a wide range of illnesses
Y	Pet owners who have the financial means to pay in full emergency treatment costs and to then seek reimbursement
Y	Pet owners who are seeking optional cover for specified dental care or dental treatment
Y	Pet owners who are seeking optional cover for limited behavioural therapy

Coles Pet Insurance

Coles Pet Insurance cover has been designed for responsible owners of domestic pet cats or dogs, resident within Australia, seeking to reduce bill shock from large and unexpected vet costs essential to the treatment of their pet for accidental injuries or illnesses.

Comprehensive cover

Comprehensive cover has been specifically designed for those owners who are looking for broad cover for accidental injuries; willing to maintain a lower premium by taking on the risk of some illnesses; whilst being covered for a specified range of illnesses.

This product may NOT be suitable for:

N	Pet owners who are seeking full illness cover
N	Pet owners who are seeking cover for their pet's pre-existing conditions
N	Pet owners who are unwilling to carry the risk of accident or illness occurring during mandatory waiting periods
N	Pet owners who are seeking cover for the first time, after their pet's 9th birthday
N	Pet owners who are seeking cover for any treatment connected with breeding (whether commercial or not)
N	Pet owners who are seeking cover for any treatment connected with commercial use of their pet
N	Pet owners who are seeking cover for transplant or stem-cell treatment costs
N	Pet owners who are seeking cover for elective treatment, including de-sexing
N	Pet owners who are seeking to have claims for treatment costs paid directly to their vet in all circumstances. We can only do this when their Vet agrees for us to do so

Distribution Conditions

Distribution Conditions & Restrictions	<p>The product can only be purchased by:</p> <ul style="list-style-type: none"> > obtaining a quote and completing an online application in the sales portal accessed via the Coles website – coles.com.au/insurance; or > calling 1300 333 738 to obtain a quote and complete a purchase. <p>Both these sales channels are owned and managed by Guild Insurance.</p>
Distribution Method	<ul style="list-style-type: none"> > The product may only be sold online or via telephone. > Any sale is subject to Guild Insurance's quote, bind and 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 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 is 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.

Information Required	Description	Reporting Period
Complaints	Number and nature of complaints received for this product	Monthly
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	Monthly
Sales	Sales data including number of quotes, average premium, renewal and cancellation numbers	Monthly
Claims	Claims data including the number of claims that are paid, finalised and declined	Monthly
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: petinsurance@coles.com.au or **1300 333 738**.

