

Exotic, Rare & Unusual Pet Insurance

TARGET MARKET DETERMINATION

Product Disclosure Statement (PDS)	Petcover Exotic, Rare & Unusual PCAU-SOV-PDS-EXOTIC-V112022
Effective Date	01/01/2023 This Target Market Determination (TMD) is effective from the date shown above (Effective Date). This TMD will apply to policies that are purchased or renewed on or after the Effective Date. For historical versions of this document, you can contact us, or refer to our website at https://www.petcovergroup.com/au .
Product Issuer	Sovereign Insurance Australia Pty Ltd, ABN 85 138 079 286 AFS License Number 342516 (Sovereign Insurance Australia).
Product Distributor	Petcover Aust, ABN 97 117 476 990 AFSL No 507143 under a binding authority issued to Petcover by Sovereign Insurance Australia.

ABOUT THIS DOCUMENT

This Target Market Determination (TMD) applies to the pet insurance described in Petcover Exotic, Rare & Unusual PCAU-SOV-PDS-EXOTIC-V112022 Product Disclosure Statement and Policy Wording Document dated 11/2022 and any applicable Supplementary Product Disclosure Statement (SPDS). The TMD seeks to offer customers, distributors and employees an understanding of the class of customers for which this product has been designed, considering their likely needs, objectives and financial situation. This TMD describes the circumstances in which we believe the product is likely to be suitable. Customers who fit those circumstances are collectively called our target market.

This TMD does not take anyone’s personal circumstances into account, nor does it form a part of the terms of cover. In addition to the key eligibility requirements outlined in this TMD, it is also subject to acceptance criteria and the TMD does not include all the factors we consider when we decide whether to issue insurance. Customers must refer to the PDS and any supplementary document(s), which outline the relevant terms, conditions, exclusions, excesses, your rights and obligations and insurance cover is provided under the product when making a decision about this product. We recommend that customers contact their broker or distribution partner and read the relevant PDS for full details on the cover to determine whether the product is appropriate for their objectives, financial situation and needs.

WHAT PRODUCT DOES THIS TARGET MARKET DETERMINATION APPLY TO?

This product offers three (3) different cover options for owners of Exotic, Rare or Unusual Pets:

- Premier Plan,
- Plus Plan, and
- Value Plan.

This product is designed for customers in the target market who own an exotic, rare or unusual pet to provide them financial protections, subject to the terms and conditions, limitations and exclusions of the policy, for:

- **Veterinary Fees** incurred for the Veterinary Treatment their exotic, rare or unusual pet has received to treat an Injury and/or Illness in Australia or an Agreed Country (as set out in the Certificate of Insurance) if their Pet is injured or becomes ill in Australia or any Agreed Countries.
- **Costs for Alternative or Complementary Treatment** (as described in the PDS) for their exotic, rare or unusual pet incurred in Australia when referred and endorsed by their Vet.
- **Third Party Liability** cover only if the exotic, rare or unusual pet has not had a previous liability incident,
- **Advertising** and reward costs of their exotic, rare or unusual pet is stolen or goes missing.

* For full benefit details, conditions and exclusions, please refer to the PDS

The three covers differ in the annual limits that apply to claims. The Premier Plan provides the highest claimable limit of the three, followed by the Plus Plan and then the Value Plan.

All three covers give customers the choice of different excess options.

In addition, the Product offers the following optional cover:

- **Loss from Not Returning While Flying (for birds only)** – if the bird is proven missing whilst flying during the period of insurance in Australia.

This optional cover is subject to exclusions and limitations.

Petcover's policy on its approach to the distribution and development of products for appropriate target market distribution is available at [Target Market Determinations \(TMDs\)](#).

WHAT IS THE TARGET MARKET FOR THE PRODUCT?

For a customer to be considered within the target market they must meet our key eligibility criteria as outlined in the following.

Customers WITHIN the Target Market (Customers are within the target market if all the following conditions apply)	
✓	Customers that own a pet that is either an exotic, rare or unusual pet such as birds, birds of prey, reptiles, turtles and small mammals subject to animal eligibility as detailed in the PDS
✓	The exotic, rare or unusual pet permanently lives in Australia,
✓	Customers seeking insurance cover for illnesses and injuries for their exotic, rare or unusual pet that are not Pre-Existing Medical Conditions (as described in the PDS) when the pet insurance was initially purchased
✓	The exotic, rare or unusual pets are within the following age limits at the commencement of the insurance: <ul style="list-style-type: none"> • Bird(s) not less than 12 weeks of age or over the age of 25 years • Reptile(s) not less than 8 weeks of age or over the age of 15 years • Turtle(s) not less than 12 weeks of age or over the age of 30 years • Mammal(s) not less than 8 weeks of age or over the age of 5 years
✓	Customers seeking Third Party Liability and where the exotic, rare or unusual pet has not had previous liability incident

Customers NOT within the Target Market (Customers are NOT within the target market if any the following conditions apply)	
✗	Customers whose exotic, rare or unusual pet has a condition expressed as excluded in the Certificate of Insurance and the customer is seeking coverage for that condition.
✗	Customers whose exotic, rare or unusual pet has a Pre-existing Medical Condition which occurred before cover started or during the 21-day waiting period and the customer is seeking coverage for that condition.
✗	Customers seeking to commence cover after the exotic, rare or unusual pet turns the following ages: Bird(s) 25 years of age, Reptile(s) 15 years of age, Turtle(s) 30 years of age, Mammal(s) 5 years of age
✗	Customers seeking to cover costs of Routine or Preventative Treatment such as annual check-ups, vaccinations, dental check-ups and parasite treatments for their exotic, rare or unusual pets,
✗	Customers seeking to cover costs for treatment resulting in their exotic, rare or unusual pets being exposed to polytetrafluoroethylene fumes,
✗	Customers seeking to cover any costs resulting in their exotic, rare or unusual pets being exposed to vermin (excluding Birds of Prey being injured whilst hunting)

X	Customers seeking to cover the costs of any pet declared as dangerous under the applicable legislation dealing with dangerous animals
X	Customers seeking to cover the costs of any pets banned by the Australian Government, Public or Local Authority,
X	Customers seeking to cover the costs of any pet being used for commercial purposes, or kept on commercial premises for a period longer than thirty (30) days,
X	Customers seeking to cover costs due to statutory quarantine for their exotic, rare or unusual pet
X	Customers seeking to cover costs of amounts payable in respect of any breach of any animal health or importation laws,
X	Customers seeking to cover legal costs, expenses, fines and penalties from a criminal court case or as a breach of an Act of Parliament,
X	Customers seeking to cover costs of malicious or deliberate injury or bodily injury,
X	Customers seeking to cover costs arising from their gross negligence, that of their immediate family or persons living with them, or anyone acting with the customer's consent,
X	Customers seeking to cover the costs of a journey where a Pet is taken to a country that is not an Agreed Country, or when the journey is not taken against a Vet's advice,
X	Customers seeking to cover the costs of illnesses of their exotic, rare or unusual pet contracted whilst outside Australia or New Zealand where such illness would not normally be contracted in Australia or New Zealand,
X	Customers seeking to cover the costs of pandemic diseases that cause widespread illness, death or destruction affecting Pets
X	Customers seeking to cover any costs caused because any Government or public or Local Authority or any person or body having the jurisdiction to do

YOUR EXCESS

When we pay a claim, you normally pay an excess. The product includes a number of different excesses that apply in various circumstances. If more than one excess applies to a claim, we add them together to work out the total excess payable by you.

One type of excess is called the basic excess. When you buy a policy, you can choose your basic excess from a range of options to suit your needs. A lower basic excess may save you money if you claim on the policy but would normally increase the premium you pay to buy the policy. A higher basic excess may reduce your premium but could cost you more if you have a claim. You will need to consider whether you can pay the higher excess at the time of the claim.

FINANCIAL SITUATION

Our target market is a person who is able to pay premiums in accordance with the chosen premium structure, excess, fees and government charges, having regard to personal circumstances and vulnerability or hardship considerations.

Relevant financial situation considerations include:

- Ability to choose to pay your premium annually or by instalment.

CONSISTENCY WITH THE TARGET MARKET

The insurance product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of cover for that class of customers. This has been determined based on an assessment of the insurance product including its key attributes. Individual customers will need to consider whether this product meets their specific objectives, financial situation and needs.

WHAT DISTRIBUTION CONDITIONS APPLY TO THIS PRODUCT?

The product application process has been designed to guide customers directly to the product most likely to meet their needs and objectives based on their responses to the questions in our product application.

Petcover’s staff have been adequately trained in the product, the customer(s) it is intended for and the underwriting criteria applicable to the product.

Distribution Restrictions	<p>This product can only be distributed if the following conditions are met:</p> <ul style="list-style-type: none"> • It can only be sold by Petcover’s employees (including Petcover’s website) and cannot be sold to the public through insurance brokers or other intermediaries. • The insurance product distributor must: <ul style="list-style-type: none"> ○ be authorised to distribute the product and those arrangements must not have been cancelled or suspended. ○ agree to comply with all underwriting criteria and levels of authority (as applicable). ○ agree to not distribute the product where they receive notice from Product Issuer that this TMD is not up to date and no new TMD has been provided; and ○ where a new TMD has been provided, agree to distribute in accordance with the new TMD. ○ The TMD is currently not subject to any ASIC action that might suggest that the TMD is no longer appropriate.
Distribution Conditions	<p>- This product can only be sold via an offer of cover and acceptance of cover.</p> <p>This product can be sold to customers within the target market without the customer being provided with any financial product advice or, general or personal advice.</p>
Distribution Method	<p>- This Product can only be distributed by the insurance product distributor through either inbound and outbound telephone or online sales</p>

WHEN WILL WE REVIEW THIS DOCUMENT?

We will review this TMD in accordance with the below.

Initial review	Within twelve (12) months of the effective date of the first TMD for this product
Periodic reviews	At least every twenty-four (24) months of the completion of the previous review
Review triggers and events	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but not limited to):</p> <ul style="list-style-type: none">▪ an event or circumstance that would materially impact on or change a factor taken into account when making the TMD that would suggest to Us that the TMD is no longer appropriate, such as a change in underwriting requirements;▪ the product has not been materially distributed and purchased in a way that is significantly inconsistent with this TMD;▪ a material change to the product including Product Disclosure Statement, Policy Wording information or assumptions upon which the TMD was formulated like the Application Process, pricing requirements, and underwriting guidelines;▪ feedback, such as significant or systemic complaints or claims issues, received from insurance brokers, distributors or customers who purchased the product, which is of a nature that suggests to us that the TMD is no longer appropriate;▪ change of relevant law, regulatory guidance, industry code or feedback from regulators such as ASIC, APRA or other interested parties which has a material effect on the terms or distribution of the product. <p>Where a review trigger has been identified, this Target Market Determination will be reviewed within ten (10) business days.</p>

REPORTING AND MONITORING THIS TARGET MARKET DETERMINATION

We will collect and may require Petcover to report on the following information in relation to this TMD to Sovereign Insurance Australia:

Complaints	All complaints in relation to this product are reported to Sovereign Insurance Australia on a monthly basis and not later than ten (10) business days after the agreed complaints reporting date. This will include written details of the complaints. Sovereign Insurance Australia is notified of all complaints within 2 business days.
Sales data	Relevant sales and customer data in relation to this product on a monthly basis. If Petcover becomes aware that the cover is issued to a customer that was ineligible for cover in accordance with the application process Petcover will notify Sovereign Insurance Australia as soon as practicable after becoming aware of the matter and within 10 business days.
Claims data	Where relevant, claims data in relation to this product on a monthly basis
Significant dealings	Petcover will notify Sovereign Insurance Australia if Petcover or Petcover's distributors become aware of a significant dealing in relation to the product that is inconsistent with the TMD within two (2) business days. This includes but is not limited to a consideration of the nature and degree of harm resulting from the issue of this product to a retail customer.
Communication from a regulator in relation to the product or TMD	Petcover to report to Sovereign Insurance Australia on the same day