

TARGET MARKET DETERMINATION



Product	Freely Travel Insurance
<p>What is a Target Market Determination (TMD)</p>	<p>We're required to have Target Market Determinations under the Corporations Act 2001. A Target Market Determination is designed to outline the target market for a product by describing:</p> <ul style="list-style-type: none"> • who the product is designed for and their likely objectives, financial situation and needs • who the product is not designed for • distribution conditions for the product • reporting criteria, and • review conditions for this product.
<p>Date from which this Target Market Determination is effective</p>	<p>This Target Market Determination applies for policies issued for this product with a policy effective date on or after 31 May 2023. This Target Market Determination continues until replaced.</p>
<p>Disclaimer</p>	<p>In this document the terms “we” and “our” refer to Zurich Australian Insurance Limited ABN 13 000 296 640, AFSL 232507.</p> <p>The TMD does not form part of the terms of the cover. The examples of who the product is not designed for and who may fall outside the target market is not exhaustive.</p> <p>If you purchase this product and it is not designed for your circumstances, you may not get:</p> <ul style="list-style-type: none"> • the value from it that you expected, or • any value from the product at all. <p>For more help in deciding if this product is right for you and for additional details on the product benefits and features please refer to the Product Disclosure Statement (PDS).</p>

1. Who is this travel insurance product designed for, and what are the likely objectives, financial situation, and needs, of customer in this target market?

The Freely travel insurance product can provide insurance for people who travel in Australia or overseas with a choice of protections. These protections are called plans. The product is designed for travellers who want the flexibility to choose options to vary their cover, these options are called Boosts.

This Target Market Determination (TMD) sets out the target market for Freely Travel Insurance:

- Overseas Trips
- Domestic Trips

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Overseas Trips

2. Who is the product designed for?

This product has been designed for people who have an **overseas trip**, can pay the premium and want to be covered against financial loss caused by certain unforeseen incidents involving leisure travel where the financial loss suffered may be material if there is no cover. These people are willing to select an appropriate level of cover relevant to their own circumstances.

		This product is designed for people who:	This product would not be suitable for people who:
Overseas Trips	Eligible people - registered user of the Freely App	<ul style="list-style-type: none"> ✔ Are a registered user of the Freely App ✔ Are an Australian resident or visa holder meeting the usership eligibility criteria outlined in the Freely App ✔ Are between 18 and 99 years of age as the primary traveller (the Freely App user) and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration ✔ Are a traveller accompanying the Freely App user and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration 	<ul style="list-style-type: none"> ✘ Are buying travel insurance with the intention of making a claim for something that has already happened that affects their travel plans and/or leads them to incur costs or suffer a financial loss
	Eligible people - purchasing the policy on the Freely website	<p>In the absence of being unable/unwilling to download and become a registered Freely App user, the policy may be purchased on the Freely website.</p> <ul style="list-style-type: none"> ✔ Are an Australian resident or visa holder ✔ Are between 18 and 99 years of age and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration 	<ul style="list-style-type: none"> ✘ Are buying travel insurance with the intention of making a claim for something that has already happened that affects their travel plans and/or leads them to incur costs or suffer a financial loss
	Health related attributes	<ul style="list-style-type: none"> ✔ Require cover for emergency medical expenses overseas for a new medical condition or injury ✔ Are less than 24 weeks pregnant while travelling, have a low risk pregnancy and only require cover for unexpected, serious pregnancy complications e.g. miscarriage 	<ul style="list-style-type: none"> ✘ May have an existing medical condition(s) which is not automatically included (as specified in the relevant PDS) ✘ Are travelling to have routine, continuing, cosmetic or elective medical or dental procedures or treatment ✘ Require cover for childbirth or medical care for a newborn
	Trip cancellation related attributes	<ul style="list-style-type: none"> ✔ May want cover for prepaid travel and accommodation costs up to \$5,000 (or a higher limit with an additional premium) that would not be refunded if the trip is cancelled or amended in certain scenarios 	<ul style="list-style-type: none"> ✘ Require cover for circumstances known or foreseen at the time of purchasing the policy that could lead to the trip being delayed, abandoned or cancelled. This could include a location or situational event that has been publicly identified e.g. reported weather events such as a cyclone
	Activities	<ul style="list-style-type: none"> ✔ May be travelling on a multi-night cruise (an additional premium applies) ✔ May be participating in high risk activities such as motorcycle riding and winter sports (an additional premium applies). 	<ul style="list-style-type: none"> ✘ May require cover for participating in sports activities on the trip in a professional capacity ✘ Require cover for high risk activities that are excluded in the PDS.

This product is subject to acceptance criteria.

This TMD was prepared 24 April 2023.

Insurance administered by Cover-More Insurance Services Pty Ltd (ABN 95 003 114 145, AFSL 241713) and issued by Zurich Australian Insurance Limited (ZAIL) ABN 13 000 296 640, AFSL232507. Any advice is general advice only. Please consider your financial situation, needs and objectives and read the Combined FSG/PDS before deciding to buy this insurance.

Domestic Trips

2. Who is the product designed for?

This product has been designed for people travelling **in Australia**, who can pay the premium and want to be covered against financial loss caused by certain unforeseen incidents involving leisure travel where the financial loss suffered may be material if there is no cover. These people are willing to select an appropriate level of cover relevant to their own circumstances.

	This product is designed for people who:	This product would not be suitable for people who:
Domestic Trips	Eligible people - registered user of the Freely App <ul style="list-style-type: none"> ✓ Are a registered user of the Freely App ✓ Are an Australian resident or visa holder meeting the usership eligibility criteria outlined in the Freely App ✓ Are between 18 and 99 years of age as the primary traveller (the Freely App user) and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration ✓ Are a traveller accompanying the Freely App user and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration 	<ul style="list-style-type: none"> ✗ Are buying travel insurance with the intention of making a claim for something that has already happened that affects their travel plans and/or leads them to incur costs or suffer a financial loss
	Eligible people - purchasing the policy on the Freely website <p>In the absence of being unable/unwilling to download and become a registered Freely App user, the policy may be purchased on the Freely website.</p> <ul style="list-style-type: none"> ✓ Are an Australian resident or visa holder ✓ Are between 18 and 99 years of age and meet the acceptance criteria based on age at the time of buying the policy, destination and trip duration 	<ul style="list-style-type: none"> ✗ Are buying travel insurance with the intention of making a claim for something that has already happened that affects their travel plans and/or leads them to incur costs or suffer a financial loss
	Health related attributes <ul style="list-style-type: none"> ✓ Are less than 24 weeks pregnant while travelling, have a low risk pregnancy and only require cover for unexpected, serious pregnancy complications e.g. miscarriage 	<ul style="list-style-type: none"> ✗ May have an existing medical condition(s) which is not automatically included (as specified in the relevant PDS) ✗ Require cover for any medical or dental expenses if something happens to them on their trip ✗ Require cover for childbirth or medical care for a newborn
	Trip cancellation related attributes <ul style="list-style-type: none"> ✓ May want cover for prepaid travel and accommodation costs up to \$5,000 (or a higher limit with an additional premium) that would not be refunded if the trip is cancelled or amended in certain scenarios 	<ul style="list-style-type: none"> ✗ Require cover for circumstances known or foreseen at the time of purchasing the policy that could lead to the trip being delayed, abandoned or cancelled. This could include a location or situational event that has been publicly identified e.g. reported weather events such as a cyclone
	Activities <ul style="list-style-type: none"> ✓ May be participating in high risk activities such as motorcycle riding and winter sports (an additional premium applies). 	<ul style="list-style-type: none"> ✗ May require cover for participating in sports activities on the trip in a professional capacity ✗ Require cover for high risk activities that are excluded in the PDS.

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Distribution of the product

3. Who is this product distributed through and are there any conditions of this distribution?

Freely is a travel insurance brand of Cover-More. This product is designed to be distributed by Cover-More to Freely customers.

Travellers can purchase this product via a direct channel (e.g. the Freely App or via the Freely website). Only Cover-More is authorised to distribute this product as it understands the market this product has been designed for, has been trained in the relevant acceptance criteria and has the appropriate levels of authority.

Cover-More is required to take reasonable steps to ensure that the product is distributed to a customer in such a way that it is likely to meet the customer's objectives, financial situation and needs.

Conditions and restrictions that may impact the distribution of this product include:

- the type of platforms used to sell the product
- compliance with underwriting criteria, and
- regulatory requirements and obligations.

Reporting

Cover-More ensures that this product is distributed appropriately to customers in accordance with this TMD.

Cover-More is required to report issues to the product issuer in the following circumstances:

	Reportable matter	When must it be reported
Complaints	The number of complaints received by Cover-More about the product in the reporting period and the nature of the complaints.	Every 3 months
Significant dealings identified	If there have been any significant dealings by Cover-More that are inconsistent with our target market.	As soon as practicable after becoming aware of the matter, and within 10 business days
Claims data	If there have been any significant claims denials where the traveller fell outside our product target market,	Every 3 months + 10 business days

Review

4. When will we review this document?

This TMD may be reviewed at any time to ensure that the TMD continues to be appropriate, including where the following events or circumstances suggest that the determination is no longer appropriate:

- Customer experience and feedback
- Claims experience of this product
- If we make a material change to the cover provided by the product
- Changes to how we sell this product
- A material amendment to our product governance framework
- Amendments to our underwriting guidelines, pricing or reinsurance requirements
- Feedback or changes in our distribution arrangements
- Changes to our broker or intermediary arrangements
- An amendment to laws or guidance from industry bodies.

In all other circumstances:

This TMD may also be reviewed in response to any material complaints we receive about this product. This includes material complaints that are raised with Cover-More in which case, we will review the product and this TMD within 3 months of receiving any such material complaint.

Review period

We will review this TMD within 2 years from the date of preparation to ensure it remains appropriate and every 2 years since the last review.

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