

## TARGET MARKET DETERMINATION

### STANDARD MOBILITY EQUIPMENT INSURANCE

#### About This Document

This target market determination (TMD) seeks to offer consumers, distributors and staff with an understanding of the class of consumers for which this Product has been designed, having regard to the objectives, financial situation and needs of the target market.

This document is not to be treated as a full summary of the Product's terms and conditions and is not intended to provide financial advice. Consumers must refer to the Product Disclosure Statement (PDS) and any supplementary documents which outline the relevant terms and conditions under the Product when making a decision about this product.

This TMD applies to the Standard Mobility Equipment Insurance Policy (The Product) issued by Pacific International Insurance Pty Ltd (ABN 83 169 311 193) (The Issuer).

This TMD is effective from 5 October 2021.

#### Class of Consumers That Fall Within This Target Market

This Product has been designed for consumers whose likely objectives, financial situation and needs are aligned with the Product's key attributes. The Product is designed for those consumers who have a disability or limited mobility, and who utilise mobility equipment such as mobility scooters and wheelchairs for personal use only.

The product is designed for people whose mobility equipment has been issued by organisations approved by Blue Badge Insurance Australia Pty Ltd, like but not limited to, the State-wide Equipment Program (SWEP) in Victoria. The Product is designed for those consumers who have a mobility equipment item such as a mobility scooter or wheelchair valued at less than \$50,000 per item.

The Product is only suitable for consumers and who have had:

- no criminal convictions in the previous 5 years
- no more than 3 mobility equipment claims in the previous 3 years
- no claims denied due to fraud or dishonesty

The Product provides Comprehensive insurance cover. This cover is designed for owners of mobility equipment whose likely objectives, financial situation and needs are to protect against the financial burden that may result from an event damaging their mobility equipment and/or becoming legally liable for injury to other people or damage to other people's property through the use of their mobility equipment.

The key attributes of the Product include coverage for accidental damage and theft. Another key attribute is legal liability, providing cover if their mobility equipment causes injury to other people or damage or loss to someone else's property resulting from the use of their mobility equipment.

Events such as these could result in significant repair or replacement costs, so this cover is suitable for the intended target market.

### **Class of Consumers Falling Outside This Target Market**

This Product is not suitable for:

- Those customers whose equipment has not been issued by an organisation approved by Blue Badge Insurance Australia Pty Ltd, like but not limited to SWEP
- Those consumers who do not have a disability or limited mobility and do not possess a mobility equipment such a mobility scooter or wheelchair
- Those consumers who wish to use mobility equipment for competitive sport
- Mobility equipment that is not appropriately licenced or registered
- Mobility equipment used for hire, fare or reward

### **How This Product Is to Be Distributed**

This Product is to be distributed through the following Distributor:

Blue Badge Insurance Australia Pty Ltd (ABN 18 620 594 765)

When completing a quote, the sales process includes a number of questions that help to determine if the applicant is within the target market for this Product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with the Distributor if they are not sure what a question means.

These conditions make it likely that this Product will only be distributed to customers within the target market for this product because distributor representatives have knowledge of the policy terms and conditions and distributor processes are designed to identify instances where a policy is not suitable for the applicant.

### **Reviewing this TMD**

We collect information and prepare reports regarding sales activity, performance, complaints and any occasions where this product has been sold contrary to the TMD on an at least quarterly basis to help improve the Products and service.

We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this Product indicate the TMD is no longer appropriate, having regard to appropriate data such as claims ratios and policy sales and cancellation rates; or
- we identify that there has been a significant dealing in the Product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above events occurring.

In any other event, a review of this TMD will be completed no later than two years from the publication date of this TMD and subsequently at two-yearly intervals.

### **Distributor Reports**

The Distributor will report weekly to the Issuer on any complaints received in respect of the Product.

The Distributor, shall when called upon to do so, report to the Issuer on:

- Complaints and compliments received in respect of the Product design;
- Cancellation reason reports; and  
Loss ratios, if not already reported.