



Target Market Determination (TMD) Kogan Pet Insurance

**Name of product:**

Kogan Pet Insurance – Indoor Cat Cover
Product Disclosure Statement (PDS) dated 21 July 2021.

What is a Target Market Determination?

This Target Market Determination (TMD) sets out the class of customers the product has been designed for and is suitable for. It sets out the target market for the product, conditions and restrictions placed on its distribution, events and circumstances that would reasonably suggest that the TMD is no longer appropriate and review periods and reporting obligations for the TMD.

This TMD does not consider any customer's individual objectives, financial situation and needs and no part of it is intended to be financial product advice. Where a customer falls within the target market for this product, that does not mean that the cover provided by the product will meet the customer's personal objectives, financial situation and needs.

Customers should consider whether that is the case by reviewing the PDS before making a decision. This TMD does not form part of the insurance contract.

Any terms used in this TMD that are defined in the Corporations Act 2001 (Cth) have the same meaning as in that Act.

This TMD is available to any person at <https://www.koganpetinsurance.com.au/useful-docs/>

Effective date of this TMD: 20 December 2023.

Product description and key attributes

The product has been designed for people who want cover towards eligible veterinary expenses incurred by the owners of cats. The key attributes of the product is briefly described below:

Name of Product	Indoor Cat Cover
Cover type	Cover for the following specified conditions only: <ul style="list-style-type: none">• cancer• feline lower urinary tract disease• gastrointestinal Problems• ingestion of a foreign object• poisoning• diabetes• hyperthyroidism• heart disease• outer and inner ear infections• arthritis• renal disease
Benefit percentage	Up to 80% of eligible veterinary bills for pets under the age of 8 years. This benefit percentage reduces to 65% once the pet is 8 years of age and older.
Annual benefit limit	Up to \$5,000 per policy period
Sub-limits	Sub-limits apply to consultations and emergency boarding
Excess	Excess options, including \$0 excess can be selected

Other key attributes of this product include:

- it does not provide comprehensive cover for preventative care costs and general pet maintenance costs like grooming and pet food;
- where eligible, the ability to:
 - reduce premiums by choosing a higher excess in return for higher out-of-pocket end costs following claims reimbursement (should you make a successful claim); or
 - have lower out-of-pocket end costs following claims reimbursement (should you make a successful claim) by choosing a lower or no excess in return for higher premiums; and
- cover is subject to annual limits (which can increase from time to time to help keep pace with the cost of veterinary care), terms, conditions, and exclusions. Examples of key exclusions include waiting periods at the inception of a new policy and coverage exclusions for chronic pre-existing conditions.

Likely objectives, financial situation and needs of customers in the target market

The likely objectives, financial situation and needs of customers in the target market is contribution towards eligible veterinary expenses that they incur, to help ensure their pet can receive appropriate treatment and to reduce (and not cover in full) the cost to the customer of that treatment.

Customers in the target market will be able to afford to pay:

- premiums for the product, which may increase from year to year;
- the full amount for treatment upfront to the veterinary clinic before seeking claims reimbursement for the eligible expenses, unless using the GapOnly® claims payment platform (in which case, customers need to be able to pay upfront the 'gap' payment - the 'gap' means the difference between the veterinary invoice for eligible expenses and the claim benefit calculated under your policy terms and conditions, if any); and
- any veterinary expenses above the accepted claim amount, including:
 - the excess (where applicable);
 - costs above the applicable benefit percentage (up to 80% of eligible veterinary expenses or 65% once the pet exceeds 8 years of age); and
 - costs above the applicable annual benefit limit (up to \$5,000 per policy period); and
 - costs above the applicable sub-limits (where applicable).

Target market for the product

Who this product may be suitable for	Who this product may not be suitable for
<p>A person is in the target market for this product if they:</p> <ul style="list-style-type: none">• are 18 years of age or over;• want cover for a cat over the age of 8 weeks old and younger than 9 years old at the time of the first policy commencement date;• have a domestic cat that is legally available in Australia;• want cover towards the costs associated with treating the following specified conditions only:<ul style="list-style-type: none">◦ cancer◦ feline lower urinary tract disease◦ gastrointestinal Problems◦ ingestion of a foreign object◦ poisoning◦ diabetes◦ hyperthyroidism◦ heart disease◦ outer and inner ear infections◦ arthritis◦ renal disease• want up to 80% of their eligible veterinary expenses covered for pets younger than 8 years old;• want up to 65% of their eligible veterinary expenses covered for pets older than 8 years old;• want cover up to \$5,000 per policy period;• want sub-limits to apply to consultations and emergency boarding; and• can afford to pay the applicable premiums, upfront vet expenses before submitting a claim (unless GapOnly® is used), and veterinary expenses that are above the accepted claim amount.	<p>A person will not be in the target market for this product if they:</p> <ul style="list-style-type: none">• are seeking cover for a pet that is not a cat;• are seeking cover for chronic pre-existing conditions;• are seeking cover for any accidents and/or illnesses other than the specified conditions that are covered;• do not want sub-limits or want different sub-limits to apply to consultations and emergency boarding;• are seeking total reimbursement of veterinary expenses for the specified conditions covered;• want cover towards preventative treatments and ownership costs that their pet may experience; and/or• cannot afford to pay the applicable premiums, upfront vet expenses before submitting a claim (unless GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount.

Consistency between the product and target market

This product will likely meet the likely objectives, financial situation and needs of the target market because it addresses the needs of customers in the target market to reduce the costs of eligible veterinary expenses.

Distribution Conditions

This product is distributed through:

- online channels including the Kogan Pet Insurance website at www.koganpetinsurance.com.au or
- the PetSure comparison tool accessible via PetSure's website domains at www.petsure.com.au and www.gaponly.com.au; or
- calling the contact centre of PetSure or Kogan Pet Insurance.

All quotes made online use a quotation tool which ask the customer to answer a series of questions before finalising a quote. Customers seeking a quote via the phone will be asked a series of questions from a system-based script by a trained operator. The response to these questions will determine if the customer meets the eligibility criteria, which align with the description of the target market set out above. A sale will not progress if these eligibility criteria are not met.

All call centre operators are provided with adequate training and their sales are routinely monitored by us to ensure that they sell the product only to customers who are in the target market.

Kogan Pet Insurance policies are promoted and distributed by Kogan Australia Pty Ltd (ABN 53 152 570 351 AR no 1256858). We also have arrangements in place with Kogan Australia Pty Ltd for ensuring that the product is distributed to the customers that fall within the target market.

Hollard has arrangements in place with PetSure with appropriate terms to ensure the products are distributed to the customers that fall within the applicable target market. Hollard will monitor whether customers are in the target market, pursuant to the criteria in this TMD.

If Hollard identifies the customer is no longer in the applicable target market, PetSure, under its arrangement with Hollard will contact the customer.

PetSure's comparison tool provides general advice about the products and can direct the customer to the quotation tool. PetSure will monitor the comparison tool routinely.

Reviewing this document

Periodic Review

We will review this TMD within 24 months from its commencement date and subsequently every 24 months thereafter.

Review Triggers

We will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

- any material changes being made to the product coverage, pricing methodology, underwriting or eligibility criteria or its method of claims assessment and settlement;
- any material changes to methods of distribution;
- changes in law or regulatory guidance or industry code which may materially affect the terms of cover or distribution or regulatory feedback or concerns raised to suggest the TMD may no longer be appropriate;
- identification of systemic issues and findings, produced from quality assurance or governance processes, that may indicate an issue with the product or the appropriateness of the TMD;
- any occurrence of a significant dealing outside of the target market;
- compliance incidents and breaches that may indicate an issue with the product and the appropriateness of the TMD; or
- trends or material changes that are inconsistent with the intended product performance based on metrics that track:
 - financial performance of the product (including but not limited to the loss ratio);
 - product desirability (including but not limited to the number and types of cancellations);
 - benefit attained from the product by customers (including but not limited to the claims frequency and average benefit paid);
 - overall claims experience (including but not limited to the claims approval rates, claims processing speed and claims submission methods);
 - complaints (including but not limited to the number and type of complaints received); and
 - customer feedback received, including but not limited to the number of hardship requests.

Reporting

Distributors of this product are required to report the following information they hold to us within the time specified below:

Information	Reporting period
Actual or potential significant dealings of the product outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Actual or potential issue of the product in breach of distribution conditions or outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Number and details of all complaints received.	Within 10 business days of the end of each quarter.
Sales and marketing data including but not limited to quotes and sales made, promotions applied, cancellation of cover information.	Within 10 business days of the end of each quarter.
Any data that we do not hold and is requested by us in writing that allows us to monitor customer value metrics as described in "Reviewing this document".	Within 10 business days of the end of each quarter.