

Target Market Determination (TMD)

Kogan Pet Insurance

Name of products:

Kogan Pet Insurance - Pet Primary Cover
Kogan Pet Insurance - Pet Value Cover
Kogan Pet Insurance - Pet Luxury Cover

What is a Target Market Determination?

This Target Market Determination (TMD) sets out the class of customers that each product has been designed for and is suitable for. It sets out the target market for each product, conditions and restrictions placed on their 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 provide any financial product advice on the products and does not take into consideration the objectives, financial situation and needs of individual customers.

The terms and conditions of each product are set out in the Product Disclosure Statement (PDS). This TMD does not form part of the insurance contract and is not a summary of the products' terms and conditions. Customers should review the PDS before making any decision in relation to the products.

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: 06 February 2026.

Product description and key attributes

The products have been designed for people who want cover towards eligible veterinary expenses incurred by the owners of cats or dogs. The key attributes of the products are briefly described below:

Name of products	Pet Primary Cover	Pet Value Cover	Pet Luxury Cover
Cover type	Cover for both specified accidental injuries and specified illnesses	Cover for both specified accidental injuries and specified illnesses	Cover for both specified accidental injuries and illnesses
Benefit percentage	Up to 80% of eligible veterinary bills	Up to 70% of eligible veterinary bills for pets under the age of 8 years. This benefit percentage reduces to 60% once the pet is 8 years of age and older.	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 \$8,000 per policy period	Up to \$4,000 per policy period	Up to \$15,000 per policy period
Sub-limits	Sub-limits apply to consultations, tick paralysis, emergency boarding and cruciate ligament conditions	Sub-limits apply to consultations, tick paralysis, emergency boarding and cruciate ligament conditions	Sub-limits apply to consultations, tick paralysis, emergency boarding and cruciate ligament conditions
Excess	Excess options, including \$0 excess can be selected	Excess options, including \$0 excess can be selected	Excess options, including \$0 excess can be selected

Other key attributes of these products include:

- they do 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 product with lower sub-limits, a higher excess and/or a lower benefit percentage, 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 product with higher sub-limits, a lower or no excess and/or a higher benefit percentage 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 60%, 65%, 70% or 80% of eligible veterinary expenses dependent on your pet's age and your product chosen);
 - costs above the applicable annual benefit limit (up to \$4,000, \$8,000 or \$15,000 per policy period, depending on the product chosen); and
 - costs above the applicable sub-limits (where applicable).

Target market for the products

The overall target market described applies to all the products set out below. Each product also has parameters which apply in addition to the overall target market.

Overall target market

Who these products may be suitable for	Who these products may not be suitable for
A person is in the target market for the products if they: • are 18 years of age or over; • have a domestic dog or cat that is legally available in Australia; • want sub-limits to apply to consultations, tick paralysis, emergency boarding and cruciate ligament conditions; 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.	A person will not be in the target market for the products if they: • are seeking cover for a pet that is not a dog or a cat; • are seeking cover for chronic pre-existing conditions; • want cover towards preventative treatments and ownership costs that their pet may experience; • do not want sub-limits or want different sub-limits to apply to consultations, tick paralysis, emergency boarding and/or cruciate ligament conditions. and/or • cannot afford to pay the applicable premium, upfront vet expenses before submitting a claim (unless GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount.

Target market for each product

In addition to the overall target market that applies to all the products, these additional parameters apply to each relevant product.

Pet Primary Cover (Specified Accidental Injury and Specified Illness)

Who this product may be suitable for	Who this product may not be suitable for
A person is in the target market for this product if they: • want cover for a pet over the age of 8 weeks old at the time of the first policy commencement date; • want cover towards the costs associated with treating a range of specified accidental injuries and specified illnesses that their pet may experience; • want up to 80% of their eligible veterinary expenses covered; and • want cover up to \$8,000 per policy period.	A person will not be in the target market for this product if they: • are seeking cover for all specified accidental injuries and/or illnesses other than the specified illnesses that are covered; and/or • are seeking total reimbursement of veterinary expenses for specified accidental injuries and/or a specified illnesses.

Pet Value Cover (Specified Accidental Injury and Specified Illness)

Who this product may be suitable for	Who this product may not be suitable for
A person is in the target market for this product if they: • want cover for a pet over the age of 8 weeks old at the time of the first policy commencement date; • want cover towards the costs associated with treating a specified accidental injuries and specified illnesses that their pet may experience; • want up to 70% of their eligible veterinary expenses covered for pets younger than 8 years old; • want up to 60% of their eligible veterinary expenses covered up to for pets older than 8 years old; and • want cover up to \$4,000 per policy period.	A person will not be in the target market for this product if they: • are seeking cover for all specified accidental injuries and/or illnesses other than the specified illnesses that are covered; and/or • are seeking total reimbursement of veterinary expenses for specified accidental injuries and/or a specified illnesses.

Pet Luxury Cover (Specified Accidental Injury and Illness)

Who this product may be suitable for	Who this product may not be suitable for
A person is in the target market for this product if they: • want cover for a pet over the age of 8 weeks old and younger than 9 years at the time of the first policy commencement date; • want cover towards the costs associated with treating a range of specified accidents and illnesses that their pet may experience; • want up to 80% of their eligible veterinary expenses for pets younger than 8 years old; • want up to 65% of their eligible veterinary expenses covered for pets older than 8 years old; and • want cover up to \$15,000 per policy period	A person will not be in the target market for this product if they: • are seeking total reimbursement of veterinary expenses for all specified accidental injuries and/or illnesses that their pet may experience.

Consistency between the product and target market

These products will likely meet the likely objectives, financial situation and needs of the target market because they address the needs of customers in the target market to reduce the costs of eligible veterinary expenses.

Distribution conditions

Kogan Pet Insurance Pet Primary plans are only available to renewing customers whose policies were first issued to them prior to 06 February 2026.

Kogan Pet Insurance - Pet Value plan is only available to renewing customers whose policies were first issued to them prior to 15 Sept 2021.

Kogan Pet Insurance policies are promoted and distributed by Kogan Australia Pty Ltd (ABN 53 152 570 351 AR no 1256858). Hollard, through PetSure, has arrangements in place with Kogan Australia Pty Ltd, with appropriate terms to ensure the products are distributed to the customers that fall within the applicable target market.

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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 target market, PetSure, under its arrangement with Hollard will contact the customer.

Reviewing this document

Periodic review

The issuer will review this TMD at least every 24 months from the previous review.

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 these products 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 month.