

# Target Market Determination

Product	Event Ticket Insurance
<b>What is a Target Market Determination (TMD)</b>	<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"> <li>• who the product is designed for and their likely objectives, financial situation and needs</li> <li>• who the product is not designed for</li> <li>• distribution conditions for the product</li> <li>• reporting criteria, and</li> <li>• review conditions for this product.</li> </ul>
<b>Date from which this Target Market Determination is effective</b>	This Target Market Determination applies for policies issued for this product with a policy effective date on or after <b>15 November 2023</b> . This Target Market Determination continues until replaced
<b>Disclaimer</b>	<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 are 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"> <li>• the value from it that you expected, or</li> <li>• any value from the product at all.</li> </ul> <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 insurance product designed for, and what are the likely objectives, financial situation, and needs, of customer in this target market?

The Event Ticket Insurance product can provide insurance for the event ticket booked on the website of an event provider.

**This Target Market Determination (TMD) sets out the target market for:**



- Event Ticket Insurance

## 2. Who is the product designed for?

This product has been designed for people who hold an event ticket, can pay the premium and want to be covered against financial loss caused by unforeseen incidents (as specified in the policy wording) in case they are unable to attend the event, where the financial loss suffered if there is no cover may be material.

**This product is designed for people who:**

**This product would not be suitable for people who:**

Eligible people	This product is designed for people who:	This product would not be suitable for people who:
	<p> Purchase an event ticket to a scheduled event to be held in Australia</p>	<p> Are buying event ticket insurance with the intention of making a claim for something that has already happened that affects their plans and/or leads them to incur costs or suffer a financial loss</p>

**Cover·More**

A company of  **ZURICH**

# Distribution of the product

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

This product is designed to be distributed by Cover-More or by representatives of Cover-More.

People can purchase this product:

- via a direct, integrated channel at the same time as purchasing an event ticket, or
- for an event ticket booked online with the event provider, via our Authorised Representatives (e.g. by phone).

Only these parties are authorised to distribute this product as they understand the market this product has been designed for, have been trained in the relevant acceptance criteria and have the appropriate levels of authority.

Cover-More and its representatives are 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

The distributors work with Cover-More to ensure 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
<b>Complaints</b>	The number of complaints received by the distributor about the product in the reporting period and the nature of the complaints.	Every 3 months
<b>Significant dealings identified</b>	If there have been any significant dealings by the distributor that are inconsistent with our target market.	As soon as practicable after becoming aware of the matter, and within 10 business days
<b>Claims data</b>	If there have been any significant claims denials where the person 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 our distributors in which case, we will review the product and this TMD within 3 months of receiving any such material complaint.

### Review periods

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.