

BUSINESS@HOME INSURANCE POLICY

Target Market Determination

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AAMI



TARGET MARKET DETERMINATION (TMD)

Product Disclosure Statement (PDS):	Business@Home Insurance Policy - Product Disclosure Statement (PDS) & Policy Wording A03629 Prepared date 15 July 2021 and any Supplementary PDS
Product:	Business Insurance Policy
Publication Date:	08/09/2021
Issuer:	AAI Limited ABN 48 005 297 807 trading as AAMI Business Insurance
AFSL number:	230859

1. What is a Target Market Determination?

A Target Market Determination (TMD) is a determination that AAMI has made to:

- describe the class of Customers this product has been designed for;
- specify product distribution conditions;
- specify TMD review periods and triggers; and
- set out reporting requirements.

This TMD assists AAMI staff, our Distributors and Customers in understanding the target market for this product.

In this TMD, distribution includes the following conduct in relation to Customers:

- dealing in the product (e.g. issuing or arranging for the product to be issued to a Customer);
- giving a PDS or other regulated disclosure document; and
- providing financial product advice in relation to the product.

2. What product does this TMD apply to?

This TMD applies to the Business@Home Insurance Policy - Product Disclosure Statement (PDS) & Policy Wording and any Supplementary Product Disclosure Statement (SPDS) we may issue.

3. What are the key attributes of this product?

The Business@Home Insurance Policy product offers a range of covers under 14 policy sections that a Customer may select from to match their home and business insurance requirements. Each policy section is underwritten and quoted on an offer and acceptance basis in accordance with AAMI's underwriting rules. These underwriting rules also set out which policy sections are mandatory, and which are available depending on the Customer's circumstances.

The product has five policy sections that are the subject of this TMD:

Cover	This product provides:
Policy Section A – Home Property Damage	<ul style="list-style-type: none">• cover for loss of or damage to the Customer's 'home building' from specified insured events such as fire, lightning and explosion or flood. It also provides a number of Extra Covers and Additional Benefits related to the Customer's home building. <p>Home buildings are the permanent structure(s) used solely or predominately for residential purpose(s) at the address the Customer is insuring at. It may take the form of a house or unit, in addition to the other fixed structures and installations forming the home such as sheds or driveways that form part of the Customer's premises.</p>
Policy Section B – Home Contents	<ul style="list-style-type: none">• cover for loss of or damage to the Customer's home contents at the insured premises from specified insured events such as fire, theft or water damage. It also provides some Extra Covers and Additional Benefits related to the Customer's home contents; and• flexibility to select Optional Extra Cover to insure for high valuable items or domestic property away from the insured premises. <p>Home contents are the Customer's household items that they own, or are responsible for, and use primarily for domestic purposes.</p>



Cover	This product provides:
Policy Section 1 – Property damage	<ul style="list-style-type: none"> cover for loss of, or damage to, property used in the Customer’s business from specified Insured Events such as fire, lightning, explosion and flood. It also provides a number of Extra Covers and Additional Benefits related to the Customer’s business property. <p>Property that can be insured includes the buildings, contents and stock that the Customer use or is responsible for as part of the Customer’s business. This policy section does not cover events such as theft or disease outbreak. Cover for money is available under a separate policy section.</p>
Policy Section 2 – Theft	<ul style="list-style-type: none"> cover for loss of, or damage to, the Customer’s contents, stock and specified items due to theft. It also provides Extra Covers and Additional Benefits related to the theft of the Customer’s property; limited cover for the theft of parts of the building such as electrical equipment that may be attached to the outside walls or roof; and cover for tangible property and does not insure property such as cryptocurrency or events such as the hacking of computer systems.
Policy Section 10 – Commercial Motor	<ul style="list-style-type: none"> cover for vehicles used in the Customer’s business. <p>The Customer may choose between three (3) different types of cover for each vehicle they insure:</p> <ol style="list-style-type: none"> Comprehensive cover which covers the accidental damage to the Customer’s vehicle and includes Legal liability cover; Legal liability, fire and theft cover which covers the vehicle against a specific range of insured events and includes Legal liability cover; or Legal liability only cover which covers supplementary bodily injury and damage to third party property liability only.

The follow policy sections are available under the policy, but are not the subject of this TMD:

Policy Section C – Home Legal Liability

Policy Section 3 – Money

Policy Section 4 – Back in Business

Policy Section 5 – Public and products liability

Policy Section 6 – Management liability

Policy Section 7 – Portable and valuable items

Policy Section 8 – Equipment breakdown

Policy Section 9 – Tax Probe

Policy Section 11 – Goods in transit

4. What is the target market for this product?

This product is designed to be consistent with the likely objectives, financial situation and needs of Customers who:

Eligibility <i>All sections</i>	<ul style="list-style-type: none"> operate an Australian-based business on an ongoing basis and have a turnover less than \$10m a year; conduct their business from a home residence; are engaged in business activities that are acceptable for us to cover according to AAMI’s underwriting guidelines; and
Eligibility <i>Commercial Motor Policy Section</i>	<ul style="list-style-type: none"> have vehicles that: <ul style="list-style-type: none"> are located within an acceptable postcode area; match our list of acceptable makes and models; meet our acceptable physical condition criteria; and are only fitted with acceptable non-standard accessories or modifications.
Customer objectives, financial situation and needs	<p>Policy Section A – Home Property Damage</p> <ul style="list-style-type: none"> require and seek insurance cover against financial loss arising from the loss or damage to the Customer’s home buildings caused by specified insured events covered by this policy section; <p>Policy Section B – Home Contents</p> <ul style="list-style-type: none"> require and seek insurance cover against financial loss arising from the loss or damage to the contents at the Customer’s home premises and for high value or portable items or domestic property away from the insured premises from specified insured events included by this product; <p>Policy Section 1 – Property damage</p> <ul style="list-style-type: none"> require and seek insurance cover against financial loss arising from the loss or damage to the Customer’s business property caused by specified insured events covered by this policy section;

<p>Customer objectives, financial situation and needs (Continued)</p>	<p>Policy Section 2 – Theft</p> <ul style="list-style-type: none"> require and seek insurance cover against financial loss arising from the loss or damage to the Customer’s business contents, stock and specified items due to theft; <p>Policy Section 10 – Commercial Motor</p> <p>Comprehensive cover:</p> <ul style="list-style-type: none"> require and seek insurance cover: <ul style="list-style-type: none"> against financial loss arising from the loss or damage to their commercial use motor vehicle up to the market or agreed value; and for Legal liability (see below); <p>Legal liability, fire and theft cover:</p> <ul style="list-style-type: none"> require a lower premium cover and seek insurance cover: <ul style="list-style-type: none"> against financial loss arising from the loss or damage to the commercial use motor vehicle from a limited range of insured events; and for Legal liability (see below); <p>Legal liability only cover:</p> <ul style="list-style-type: none"> require and seek legal liability insurance cover against financial loss from the loss or damage to other people’s property arising from the use of Customer’s commercial use motor vehicle.
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This product is likely to be consistent with the objectives, financial situation and needs of the Customers in the target market because:

- the product provides cover for the types of loss or damage that Customers in the target market are seeking to insure against; and
- the target market for the product covers those Customers who are eligible to receive cover.

5. When will we review this TMD?

We will complete a review of this TMD for this product by no later than the following periods:

- First review period:
2 years after the original date of the TMD.
- Ongoing review periods:
At least every 2 years following the first review period.

6. Other circumstances which will trigger a TMD review

The Review Triggers for this product are:

- if one or more terms of the product are altered and we consider that this alteration reasonably suggests that this TMD is no longer appropriate;
- an event or circumstance occurs that materially changes a factor taken into account when making the TMD that would suggest to us that the TMD is no longer appropriate, such as a change in underwriting requirements;
- the discovery of a material defect in the PDS which reasonably suggests that the TMD is no longer appropriate;
- if feedback, such as significant or systemic complaints or claims issues, is received from a Distributor or Customers who purchased the product, and we consider that this reasonably suggests to us the TMD is no longer appropriate;
- if feedback, regulatory orders or directions received from a regulator, the Code Governance Committee (CGC) or Australian Financial Complaints Authority (AFCA) suggest this TMD is no longer appropriate;
- if a change in law, regulation, or regulatory guidance that materially affects the product design or distribution of the product (or class of products that includes this product) where we consider that this reasonably suggests that this TMD is no longer appropriate;
- where significant dealings outside the TMD occurs, and we consider that this reasonably suggests that this TMD is no longer appropriate;
- if a remediation event relating to this product occurs where we consider this would reasonably suggest that:
 - this product is unsuitable for a particular cohort of Customers; and
 - the TMD may no longer be appropriate;
- if we consider that the claims data for the product reasonably suggests that this TMD is no longer appropriate.

7. What distribution conditions apply to this product?

The following conditions apply to this product:

- those Distributors who distribute the product are required to be authorised by us to distribute this product and those arrangements must not have been cancelled or suspended;
- this product must only be distributed in accordance with this TMD;
- distribution of this product must comply with all of our underwriting criteria;
- distribution of this product must be conducted through our online platform and/or contact centres;
- this product cannot be distributed where this TMD is not up to date and no new TMD has been published; and
- the TMD must be current and not subject to any ASIC action that might suggest that the TMD is no longer appropriate.

These distribution conditions make it likely Customers who are issued the product are in the target market because they are supported by reasonably appropriate platform controls, training and scripting designed to ensure that the product is distributed to persons within the target market.

8. When do Third Party Distributors who distribute our products need to report complaints about this product to us? *

Third Party Distributors who distribute our products need to provide us information on complaints made about this product on a Quarterly basis (**Complaints Reporting Period**).

Third Party Distributors who distribute our products are required to provide to us this complaints information within 10 business days of the end of the Complaints Reporting Period.

All complaints lodged with us are handled in accordance with Suncorp Group's Complaint Management Standard.

*This section 8 only applies to products distributed by Third Party Distributors

9. Information to assess TMDs and reporting periods

The table below sets out the kinds of information we need to identify, or those that Distributors who distribute our product need to provide to us, to enable us to ensure that the TMD for this product continues to be appropriate.

Information	Persons required to report	Reporting period
Complaints feedback including: <ul style="list-style-type: none"> • Nature of complaints • Number of complaints • Product category 	Distributors/Issuer	Quarterly
Claims data including: <ul style="list-style-type: none"> • Average claims costs • Claims acceptance rates • Claims frequency • Loss ratios 	Issuer	Quarterly
Annual Product Review outcomes	Issuer	Annually
Sales information including: <ul style="list-style-type: none"> • Strike rates • Cancellation rates • Exception reporting 	Issuer	Quarterly
Dealings of product outside of TMD	Distributors/Issuer	As soon as practicable but within 10 business days
Any feedback, regulatory orders or directions received from a regulator, CGC or AFCA in respect of the product or its distribution	Distributors/Issuer	As soon as practicable but within 10 business days