



Pet Circle Insurance

Target Market Determination

The document code for this product is PCI.0123

This Target Market Determination (this "TMD") is effective from 29 June 2023 and relates to Pet Circle Insurance within the Pet Circle Insurance Product Disclosure Statement and Policy Wording (PCI.0123).

This product is underwritten by Pacific International Insurance Pty Ltd (ABN 83 169 311 193) (Pacific).

Millell Pty Ltd trading as Pet Circle (ABN 17 148 151 213, AR 001300998) ('Pet Circle') distributes Pet Circle Insurance as an authorised representative of Knose Financial Services Pty Ltd (ABN 38 620 795 735, AFSL 536651) ('Knose').

Knose acts under a binding authority as agent for the insurer, Pacific.

This TMD provides distributors and customers information about:

- the customers for whom this product is appropriate (being the target market)
- the customers for whom this product is NOT appropriate;
- any distribution restrictions and conditions attaching to the product;
- the reporting obligations of the distributors;
- the review period(s) and events which may trigger a review.

This TMD identifies the customers within the target market for Pet Circle Insurance. This TMD does NOT consider a customer's personal needs, objectives, and financial situation. This TMD is not a Product Disclosure Statement and does not form part of the terms of cover.

Customers should always refer to the Pet Circle Insurance Product Disclosure Statement and Policy Wording (PCI.0123), and any Supplementary Product Disclosure Statement (SPDS) that may apply, to ensure the product is suitable for their needs.

This product has 8 sections of cover as set out below and has been designed for consumers in the target market to provide financial protection as follows:

- Section 1** Vet Costs if Your Pet is Injured
- Section 2** Vet Costs if Your Pet suffers an Illness
- Section 3** Vet Costs for essential euthanasia
- Section 4** Vets Costs - Overseas (while in New Zealand or Norfolk Island on a trip of not more than sixty (60) days)
- Section 5** Emergency Pet Boarding
- Section 6** Vet Costs - Dental Illness
- Section 7** Vet Costs - Behavioural Problems
- Section 8** Vet Costs - Supportive Therapies

Pet Circle Insurance is designed to cover certain costs in the event a person's pet suffers an accidental injury, illness or other covered event such as emergency pet boarding.

Key Features, Benefits And Risks

For a general summary of what Pet Circle Insurance does and does not cover please refer to the section titled 'Key Features, Benefits And Risks' in the Pet Circle Insurance Product Disclosure Statement and Policy Wording (PCI.0123), and any SPDS that may apply.

Who is within the Target Market for Pet Circle Insurance?

Customers within the Target Market (Customers are within the target market if all the following conditions apply):

The 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:

- ✓ an acceptable breed of a domestic dog or cat, aged between 6 weeks and 8 years of age that resides with them in Australia. With no age limits once cover has commenced; and
- ✓ who want to be covered against financial loss caused by an injury, illness or other unexpected medical problem as listed in the 8 sections of cover, to their domestic dog or cat, commensurate with the appropriate type of cover relevant to their personal circumstances.

This Product is only suitable for those consumers who:

- ✓ have the financial means to pay for the costs of veterinary treatment for their domestic dog or cat, then seek reimbursement later; and
- ✓ agree to seek medical attention for your pet immediately following any signs of injury, illness, or accident.

There are certain consumers that fall outside the target market (please refer to "Customers NOT within the Target Market").

Within this Product, consumers can choose from a range of cover levels for the Annual Limit, Benefit Percentage, Annual Excess and the inclusion or not of 360° Cover (Dental Illness, Behavioural Problems and Supportive Therapies), depending on their individual needs and circumstances.

Customers NOT within the Target Market (Customers are not within the target market if any of the following conditions apply):

- × Customers who are seeking cover for a companion animal which is not a cat or dog.
- × Customers who are seeking cover for a breed considered dangerous or are banned in Australia.
- × Customers who own cats and dogs participating in commercial or sporting activity such as breeding or obstetrics, working, fighting, racing, personal protection, gun sports, law enforcement or guarding.
- × Customers who own a working or sporting cat or dog. Note this does not include pets who participate in or are show dogs/cats, search and rescue dogs, guide dogs, assistance dogs or customs sniffer dogs.
- × Customers seeking specific cover for a Pre-existing Condition or Behavioural Problem of their pet unless acceptable proof of full recovery is accepted.
- × Consumers who do NOT have the financial means to pay for the costs of veterinary treatment for their domestic dog or cat, then seek reimbursement later.
- × Consumers seeking payment from the distributor for treatment costs incurred directly to a service provider (for example, a vet)
- × Consumers seeking to have cover for all costs related to the treatment of an accidental injury or illness.

Distribution Restrictions and Conditions

Millell Pty Ltd trading as Pet Circle (ABN 17 148 151 213, AR 001300998) ('Pet Circle') distributes Pet Circle Insurance as an authorised representative of Knose Financial Services Pty Ltd (ABN 38 620 795 735, AFSL 536651) ('Knose').

When completing a quote, the sales processes include a number of questions that help to determine if the applicant is within the target market for this Product, if the issuer will insure them and their pet and for what price.

The consumer should always answer these questions accurately and check with the Distributor or Issuer 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 and Issuer 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.

Reporting Obligations

Distributors of this product are required to provide Pacific with complaints information via the agreed complaints submission process including:

- the number of complaints the distributor has received about this product during the reporting period;
- a short summary of the nature of the complaint raised and any steps taken to address the complaint; and
- any general feedback on this product.

Distributors should include sufficient details about the complaint that would allow Pacific to identify whether the TMD may no longer be appropriate to the class of customers.

Reporting Period: 3 monthly and no later than 10 business days after the agreed complaints reporting date.

Significant Dealings

If an actual or possible significant dealing outside of the target market is identified, Pacific requires information such as the date (or date range) the dealing occurred, details about the dealing(s) and any steps or actions taken to mitigate.

Distributors should have regard to current ASIC guidelines when determining what may constitute a significant dealing.

Pet Circle will notify Pacific of any significant dealing in the Product that is not consistent with the TMD as soon as practicable (within 10 business days). This includes but is not limited to a consideration of the nature and degree of harm resulting from the issue of this Product to a retail customer.

TMD Reviews

Review Period

The initial review of this TMD will occur no later than 12 months from the date this TMD is first published, or within 10 business days if an event or circumstance (Review Trigger) occurs which would reasonably suggest that the TMD is no longer appropriate.

This TMD will then be reviewed at least every 24 months unless agreed otherwise with Pacific.

Examples of Review Triggers that would reasonably suggest that the TMD is no longer appropriate:

The events or circumstances that may suggest the product is no longer suitable to the target class of customers and would trigger a review (prior to the scheduled periodic review date) include, but are not limited to, us becoming aware of:

- significant increase in the number of complaints relating to the product received by us or reported by distributors;
- a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;
- change of relevant law, regulatory guidance or industry code which has a material effect on the terms or distribution of the product;
- the product is being distributed and purchased in a way that is significantly inconsistent with this TMD;
- adverse trends in policy and claims data indicating the product is not performing as expected by the customer,

This Target Market Determination does not form part of your policy.