

Target Market Determination for Sundays Cyclist Insurance

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This document is the Target Market Determination (**TMD**) for Sundays Cyclist Insurance (**Insurance**) distributed by Velosure Pty Limited (**Velosure**) ABN 81 151 706 697 AR No. 410026, authorized representative of the issuer, The Hollard Insurance Company Pty Limited (**Hollard**) ABN 78 090 584 473, AFSL 241436 (together '**we**'). Sundays is a trading name of Velosure. This TMD was prepared on 10th of September 2021.

We take a consumer-centric approach to the design and distribution of insurance products to make sure that our products are suitable for the consumers who buy them.

Purpose of this document

The purpose of this TMD is to describe the class of customers for which the Insurance has been designed and to specify distribution conditions, which together ensure that the Insurance is likely to be consistent with the likely objectives, financial situation and needs of those consumers.

It's important to note that this TMD doesn't take anyone's personal circumstances into account. Even if you are a consumer in the target market, and we offer the Insurance to you, that doesn't necessarily mean that it is appropriate for your personal circumstances. No one knows your situation better than you, so before you make any decisions about the Insurance, you should read and consider the Product Disclosure Statement (**PDS**) which provides complete information about the Insurance, including

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coverage, exclusions, excesses, limitations, terms and your rights and obligations to decide if the Insurance is right for you.

Also, this TMD doesn't include all the factors we consider when we decide whether to issue a policy. For example, we have a set of underwriting criteria we use to assess whether a risk is of a type or level we wish to insure. These factors may change over time or in different circumstances. We apply these factors when we decide whether to offer, issue, renew or agree to vary a policy.

What insurance does Sundays Cyclist Insurance provide?

The Insurance is designed to provide insurance cover to private individuals for legal liability arising from cycling for personal and recreational purposes in Australia. The Insurance is not intended to provide cover for legal liability arising whilst cycling in close proximity to other cyclists, regardless of who is at fault.

There are two types of cover included under the Insurance:

Third Party Property Damage (TPPD) cover, which provides cover against legal liability for damage caused to other people's property, excluding bicycles, arising from cycling for personal and recreational purposes.

Third Party Bodily Injury cover, which provides cover against legal liability for death or bodily injury to another person arising from cycling for personal and recreational purposes.

What is the target market for the Insurance?

The target market for the Insurance is private individuals who:

- ✓ ride a bicycle for personal or recreational purposes; and
- ✓ require insurance to cover the risk of legal liability to another person for:
 - damage caused to the other person's property; or
 - death or injury to the other person.

The Insurance is not designed for:

- ✗ individuals who require insurance for loss or damage to their bicycle (these individuals may be in the target market for our Sundays Bicycle Insurance);
- ✗ individuals who use their bicycle to earn income or provide services, including courier or other delivery services, such as food delivery services;
- ✗ professional cyclists who ride or race as their primary source of income; or
- ✗ sponsored cyclists who receive support or assistance to engage in cycling, or have entered into a sponsorship agreement or are using a sponsored bicycle at the time of a loss event.

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- × commercial enterprises, including individuals and sole traders, that own and operate bicycles for purposes related to the business or for income generating purposes.

What key attributes help refine the target market?

The target market for the Insurance can be refined by ensuring customers require cover for TPPD and/or cover for death or injury to another person.

The Distribution Conditions for the Insurance have been designed to ensure that customers who are eligible to take up the Insurance are within the target market, as refined by the key attributes of each type of cover, which ensures that the Insurance is likely to be consistent with the likely objectives, financial situation and needs of those consumers.

The needs of a customer who only requires cover for legal liability for damage caused to another person's property would align with the key attribute of TPPD cover and that type of cover is likely to be consistent with the likely objectives, financial situation and needs of such customers.

The needs of a customer who wishes to have cover for legal liability for death or injury to another person would align with the key attribute of Third Party Bodily Injury cover and that type of cover is likely to be consistent with the likely objectives, financial situation and needs of such customers.

It is not intended to be a full description of the key attributes of each type of cover. Further information about each key attribute is set out in the PDS.

Distribution conditions

New policies

The Insurance is distributed by Velosure as the Authorised Representative of Hollard, the insurer.

Before you purchase the Insurance, you will be asked a series of questions designed to confirm that you are eligible for the Insurance and any optional covers. Customers who are eligible will be in the target market if they also:

- meet our underwriting guidelines; and
- are able to pay the applicable premium we charge.

We have a range of supervision and monitoring procedures and contractual arrangements with Velosure to ensure that customers are asked these questions and that they are only offered the Insurance if they are likely to be in the target market for the type of cover and applicable key attributes.

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Renewals

Before a policy expires, we will consider:

- the information you previously provided to us;
- updates to that information; and
- other potential changes.

Based on this information, we will consider whether it's likely that you are in the target market for your current type of cover and applicable key attributes and whether we will offer renewal. In making this assessment, we will have regard to the likely impact on customers of offering cover to customers who are not in the target market and of other various alternatives.

As part of the renewal process, we will contact you to confirm the information we have that is relevant to assessing whether you are in the target market and whether we will offer to renew your policy (or notify you that we will not renew). If we believe that you are not likely to be in the target market for your current type of cover, or if we decline to renew, we will explain this clearly and prominently.

If, having been sent our renewal communication, you contact us with any changes or instructions, accept the renewal offer and/or allow a renewal to proceed on the terms offered, we will take that into account in determining whether you are likely to be in the target market.

TMD Reviews

We will review this TMD regularly to make sure it remains appropriate. The first review will be within 12 months of the date it is prepared, and then within 3 years of completion of the previous review thereafter.

As well as our regular reviews, additional reviews may be triggered if we determine that there has been an event or circumstance that reasonably suggests that this TMD needs to change. This would be the case if it's no longer reasonable to conclude that:

- if the Insurance is issued to a customer in accordance with the distribution conditions, it would be likely that the customer is in the target market; or
- the Insurance is likely to be suitable for customers in the target market.

Review triggers could be identified from:

- changes to the Insurance terms;
- compliance incidents and internal audit findings;
- information received from and/or in relation to distributors (see below);
- changes to our underwriting guidelines, pricing, or reinsurance requirements; and
- feedback and policy from ASIC, AFCA, Code Governance Committee and/or other relevant bodies.

We take reasonable steps to monitor relevant information (including the information referenced above) and other metrics to assess if our TMD needs to be reviewed and reassessed.

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Reporting obligations

Velosure is required to report the following information to Hollard at the following times:

Reportable matter	When
The number of policies sold or renewed that are not within the target market.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.
The number of policies sold.	On a monthly basis.
Responses and response rates on client communications (including renewals).	On a monthly basis.
Lapse rates and cancellation rates.	On a monthly basis.
Claim ratios.	On a monthly basis.
The number, nature and magnitude of paid, denied and withdrawn claims.	On a monthly basis.
The frequency and amount of excesses paid.	On a monthly basis.
Data on why claims have been withdrawn or denied.	On a monthly basis.
The Insurance is issued to a client in breach of the distribution conditions or outside of the target market.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.
The nature and number of complaints received about the Insurance in the reporting period.	On a monthly basis.
If there are any significant dealings that are inconsistent with the TMD.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.
Any compliance incident relating to the Insurance or its distribution.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.