

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

