

# CoverMy Pet (Light, Regular and High) Pet Insurance

## TARGET MARKET DETERMINATION

<b>Product Disclosure Statement (PDS)</b>	CoverMy Lifetime Pet Insurance Policy [Version Number One]
<b>Effective Date</b>	31/03/2025 This Target Market Determination (TMD) is effective from the date shown above (Effective Date). This TMD will apply to policies that are purchased or renewed on or after the Effective Date. For historical versions of this document, you can contact us, or refer to our website <a href="https://www.covermy.au">https://www.covermy.au</a>
<b>Product Issuer</b>	Sovereign Insurance Australia Pty Ltd, ABN 85 138 079 286 AFS License Number 342516 (Sovereign Insurance Australia).
<b>Product Distributor</b>	Petplan Australasia Pty Ltd ABN 64 069 468 542 AFSL No. 245663 under a binding authority issued to Covermy Pet and Petplan by Sovereign Insurance Australia.

### ABOUT THIS DOCUMENT

This Target Market Determination (TMD) applies to the pet insurance described in CoverMy Lifetime Pet Insurance Policy [Version Number One] Product Disclosure Statement and Policy Wording Document dated 31/03/2025 and any applicable Supplementary Product Disclosure Statement (SPDS). The TMD seeks to offer customers, distributors and employees an understanding of the class of customers for which this product has been designed, considering their likely needs, objectives and financial situation. This TMD describes the circumstances in which we believe the product is likely to be suitable. Customers who fit those circumstances are collectively called our target market.

This TMD does not take anyone's personal circumstances into account, nor does it form a part of the terms of cover. In addition to the key eligibility requirements outlined in this TMD, it is also subject to acceptance criteria and the TMD does not include all the factors we consider when we decide whether to issue insurance.

Customers must refer to the PDS and any supplementary document(s), which outline the relevant terms, conditions, exclusions, excesses, your rights and obligations and insurance cover being provided under the product, when making a decision about this product. We recommend that customers contact their broker or distribution partner and read the relevant PDS for full details on cover to determine whether the product is appropriate for their objectives, financial situation and needs.

### WHAT PRODUCT DOES THIS TARGET MARKET DETERMINATION APPLY TO?

This product offers three different covers for pet owners;

- Light;
- Regular; and
- High

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All three covers have been designed for customers in the target market who own a cat or dog to provide them financial protections, subject to the terms and conditions, limitations and exclusions of the policy, for:

- **Veterinary Fees** incurred for the Veterinary Treatment their pet has received for an Injury and/or Illness in Australia as set out in the Certificate of Insurance;

\* For full benefit details, conditions and exclusions, please refer to the PDS

All three covers provide Lifetime protection, which enables insureds to claim for the Treatment for on- going Illness or Injuries throughout their Pet's lifetime, provided they renew the Policy without any break in cover and subject to the terms and conditions of the PDS and Certificate of Insurance. The three covers differ in the annual limits that apply to claims. The High Plan provides the highest claimable limit of the three, followed by Regular and then Light.

Please see PDS and Certificate of Insurance for full details on claimable limits.

This product does not offer any Optional Extra benefits.

Covermy Pet and Petplan's policy on its approach to the distribution and development of products for appropriate target market distribution is available at [sovereignaustralia.com.au/documents](http://sovereignaustralia.com.au/documents).

#### WHAT IS THE TARGET MARKET FOR THE PRODUCT?

For a customer to be considered within the target market they must meet our key eligibility criteria as outlined in the following.

Customers WITHIN the Target Market (Customers are within the target market if all the following conditions apply)	
✓	Customers that own a pet which is either a cat or dog;
✓	Customers seeking continuous insurance coverage throughout the lifetime of their pet for any illnesses and injuries that may occur
✓	Customers who have the financial means to incur the full costs of treatment, if required, and seek reimbursement from us.
✓	Customers whose pet permanently lives in Australia.
✓	Customers seeking insurance cover for illnesses and injuries that are not Pre-Existing Medical Conditions (as described in the PDS) when the pet insurance was initially purchased.
✓	Customers whose pet is older than 8 weeks and younger than 8 years (or 5 years in the case of Select Breeds – see PDS for further information) when the pet insurance was initially purchased;
✓	Customers whose pet is not used for guarding, track racing or coursing,
✓	Customers whose pet is not a breed (or cross with any such breed) that has been banned by any Australian Government, Public or Local Authority or a Pit Bull Terrier or Dingo; and
✓	Customers whose pet is not a dog that has been declared, or needs to be registered, as dangerous.

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

<b>x</b>	Customers whose pet has a condition expressed as excluded in the Certificate of Insurance and they are seeking coverage for that condition.
<b>x</b>	Customers seeking to cover the cost of Alternative or Complementary treatments
<b>x</b>	Customers seeking coverage for death by illness or injury
<b>x</b>	Customers whose pet has a Pre-existing Medical Condition which occurred before cover started or during the 28-day waiting period and they are seeking coverage for that condition.
<b>x</b>	Customers seeking to commence cover after their Pet turns 8 years old, or, if a Select Breed, 5 years old.
<b>x</b>	Customers seeking to recover the cost of Routine or Preventative Treatment for their pet such as annual check-ups, vaccinations, dental check-ups and parasite treatments.
<b>x</b>	Customers seeking to cover the cost of Elective Treatment for their pet such as de-sexing, spraying, castration, micro-chipping, grooming, de-matting, cosmetic or aesthetic surgery, dew-claw removal and prescription diet foods.
<b>x</b>	Customers seeking to cover the cost of treatment for unvaccinated dogs for vaccine preventable diseases such as parvovirus, distemper, leptospirosis, hepatitis.

<b>x</b>	Customers seeking to cover the costs for treatment for unvaccinated cats for vaccine preventable diseases such as feline leukemia, feline infectious enteritis, and cat flu.
<b>x</b>	Customers seeking cover for dogs that are being used for guarding, track racing or coursing.
<b>x</b>	Customers seeking cover for dogs that are a breed (or cross with any such breed) that has been banned by any Australian Government, Public or Local Authority or a Pit Bull Terrier or Dingo.
<b>x</b>	Customers seeking cover for dogs that have been declared, or needs to be registered, as dangerous.
<b>x</b>	Customers seeking coverage for amounts payable in respect of any breach of any animal health or importation laws.
<b>x</b>	Customers seeking coverage for legal costs, expenses, fines and penalties from a criminal court case or as a breach of an Act of Parliament.
<b>x</b>	Customers seeking cover for malicious or deliberate injury or bodily injury.
<b>x</b>	Customers seeking cover for gross negligence by the insured, their immediate family or persons living with the insured, or acting with the insured's consent,
<b>x</b>	Customers seeking cover for costs incurred whilst their cat or dog was on a journey outside of Australia
<b>x</b>	Customers seeking cover for diseases transmitted from animals to humans,
<b>x</b>	Customers seeking cover for pandemic diseases that cause widespread illness, death or destruction affecting dogs and cats; and
<b>x</b>	Customers seeking cover for a failure to take reasonable precautions to protect a Pet or that aggravate or prolong an Injury or Illness.

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## YOUR EXCESS

When we pay a claim, you normally pay an excess. The product includes two different excesses that apply.

One type of excess is called the fixed excess. An additional shared excess which is also called a co-payment applies. This will be detailed on your Certificate of Insurance.

## FINANCIAL SITUATION

Our target market is a person who is able to pay premiums in accordance with the chosen premium structure, excess, fees and government charges, having regard to personal circumstances and vulnerability or hardship considerations.

Relevant financial situation considerations include:

- Ability to choose to pay your premium annually or by instalment.

## POLICY GENERAL LIMITATIONS

- We are unable to confirm if a claim will be approved before it is submitted as our policies and claims are built on a reimbursement model and claims can only be considered after treatment has been received and invoiced.
- Subject to the terms and condition of the policy, reimbursement may be up to 100% of eligible veterinary treatment. Items that are included in the claim but not covered by the policy will be outlined in the claim outcome letter issued.

## CONSISTENCY WITH THE TARGET MARKET

The insurance product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of cover for that class of customers. This has been determined based on an assessment of the insurance product including its key attributes. Individual customers will need to consider whether this product meets their specific objectives, financial situation and needs.

## WHAT DISTRIBUTION CONDITIONS APPLY TO THIS PRODUCT?

The product application process has been designed to guide customers directly to the product most likely to meet their needs and objectives based on their responses to the questions in our product application.

Covermy Pet and Petplan's staff have been adequately trained in the product, the customer(s) it is intended for and the underwriting criteria applicable to the product.

<b>Distribution Restrictions</b>	<p>This Product can only be distributed if the following conditions are met:</p> <ul style="list-style-type: none"> <li>• It can only be sold by Covermy Pet and Petplan's employees (including Covermy Pet and Petplan's website) and cannot be sold to the public through insurance brokers or other intermediaries.</li> <li>• The insurance product distributor must; <ul style="list-style-type: none"> <li>○ be authorised to distribute the product and those arrangements must not have been cancelled or suspended;</li> <li>○ agree to comply with all underwriting criteria and levels of authority (as applicable);</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ agree to not distribute the product where they receive notice from Product Issuer that this TMD is not up to date and no new TMD has been provided; and</li> <li>○ where a new TMD has been provided, agree to distribute in accordance with the new TMD.</li> </ul> <p>The TMD is currently not subject to any ASIC action that might suggest that the TMD is no longer appropriate.</p>
<b>Distribution Conditions</b>	<ul style="list-style-type: none"> <li>● This product can only be sold via an offer of cover and acceptance of cover.</li> <li>● This product can be sold to customers within the target market without the customer being provided with any financial product advice or, general or personal advice.</li> </ul>
<b>Distribution Method</b>	This Product can only be distributed by the insurance product distributor through either inbound and outbound telephone or online sales

## REPORTING AND MONITORING THIS TARGET MARKET DETERMINATION

We will collect and may require Covermy Pet and Petplan to report on the following information in relation to this TMD to Sovereign Insurance Australia:

Complaints	All complaints in relation to this product are reported to Sovereign Insurance Australia on a monthly basis and not later than ten (10) business days after the agreed complaints reporting date. This will include written details of the complaints. Sovereign Insurance Australia is notified of all complaints within 2 business days.
Sales data	Relevant sales and customer data in relation to this product on a monthly basis. If Covermy Pet and Petplan becomes aware that the cover is issued to a customer that was ineligible for cover in accordance with the application process Covermy Pet and Petplan will notify Sovereign Insurance Australia as soon as practicable after becoming aware of the matter, and within 10 business days.
Claims data	Where relevant, claims data in relation to this product on a monthly basis
Significant dealings	Covermy Pet and Petplan will notify Sovereign Insurance Australia if Covermy Pet and Petplan or Covermy Pet and Petplan's distributors become aware of a significant dealing in relation to the product that is inconsistent with the TMD within two (2) 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.
Communication from a regulator in relation to the product or TMD	Covermy Pet and Petplan to report to Sovereign Insurance Australia on the same day