

The background of the top half of the page features a teal-colored illustration of a family. On the left, a man with a beard is shown from the chest up. In the center, a woman is sitting on a sofa. On the right, a man is sitting on a stool, holding a large fishbowl. In the foreground, a dog is sitting on the left, and a pet carrier is in the center. The overall scene is a domestic living room.

knose

Pet Insurance

Target Market Determination

Knose Pet Insurance

The document code for this product is KPI.0323

This Target Market Determination (TMD) is effective from 29 June 2023 and relates to Knose Pet Insurance within the Knose Pet Insurance Product Disclosure Statement (KPI.0323).

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

Knose Financial Services Pty Ltd (ABN 38 620 795 735, AFSL No. 536651) acts under a binding authority as agent for 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 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 Knose Pet Insurance. This TMD does NOT consider a customer's personal needs, objectives, and financial situation.

Customers should always refer to the Knose Pet Insurance Product Disclosure Statement (KPI.0323), 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 - Specialised Therapies

Knose Pet 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 Knose Pet Insurance does and does not cover please refer to the section titled 'Key Features, Benefits And Risks' in the Product Disclosure Statement (KPI.0323), and any SPDS that may apply.

Who is within the Target Market for Knose Pet 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 Optional Extra Benefits (Dental Illness, Behavioural Problems and Specialised 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 recover 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 Conditions

The 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 our questions.

Knose staff have been adequately trained in the product, the customer(s) it is intended for and the underwriting criteria.

Distribution Restrictions

- Knose Pet Insurance can only be purchased online via <https://www.knose.com.au>

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Distribution Method

- The distribution method of selling this product may comprise of:
- Online quote and purchase via <https://www.knose.com.au>

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.

Knose 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.