



---

# Target Market Determination

/ Prepared March 2023

---

## Home Target Market Determination

### For Youi Home Insurance Cover Type: Building

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Building Insurance is designed for;
- how it is distributed;
- distributor reporting requirements;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.

### Who is this product designed for

Building Insurance is one of the covers available for purchase through Youi's Home Insurance product. It is designed for home owners and those with a financial interest in the home (the home owner) who may experience a financial burden should an event damage their home or legal liability arise because of an accident at their home (the likely objectives, financial situation and needs). These home owners may be owner-occupiers or landlords (owners that rent all or part of the home out) (the target market). However, certain home owners are outside the target market (see 'Who this product is not suitable for' below).

Regarding the key attributes of this product, Youi Building Insurance covers property that includes the private domestic residence and other structures at the premises, including permanently attached fixtures, fittings and structural improvements, but excluding earthworks.

Among the types of events covered by the product are:

- fire;
- storm, including hail and lightning;
- flood;
- earthquake;
- theft and attempted theft, and
- impact of a vehicle

If the home owner is an owner-occupier, temporary accommodation is also included when the home is damaged by a specified event such as those above.

Another key attribute of Youi Building Insurance is legal liability. This provides protection to the home owner if they become liable for damage to the property of, or injury to, unrelated people for incidents on the site. For example, a visitor to the home trips on a rough surface, breaking their arm and holds the home owner liable for their medical expenses and loss of income while they recover.

An optional cover, Lessee/Tenant Default and Damage is also available for purchase to meet more specific likely objectives, financial situation and needs of landlords and, where included on the policy, is another key attribute of Youi Building Insurance. Lessee/Tenant Default and Damage optional cover is designed for landlords who may experience financial loss if the tenant fails to pay their rent or intentionally damages the home.

All the above key attributes make the Youi Building Insurance cover likely to be consistent with the likely objectives, financial situation and needs of the target market because it provides cover, or the option to add cover, for events that may result in significant damage to the policyholder's home, and provides coverage for the typical types of domestic structures that customers expect to be considered part of the insured property. The product also provides coverage for legal liability arising because of accidents at the home.

## Who this product is not suitable for

This product is not suitable for home owners whose homes are:

- not in an occupiable, livable condition;
- affected by storm surge, landslip, subsidence or erosion, actions of the sea or tides, rising damp or seepage;
- part of a strata title;
- used as a hotel, motel or bed and breakfast accommodation;
- located in the Northern Territory, far north Queensland or northern Western Australia; or
- not insured before purchasing this policy and the home owner requires cover for flood, hail, storm or bushfire during the first 72 hours (or other period noted on your policy schedule) of your policy first being purchased, unless it is a new home purchase.

In addition, the Lessee/Tenant Default and Damage optional cover is not suitable for:

- a home owner that is not a landlord or,
- a home owner that is a landlord but does not have a written lease agreement in place with the tenant.

## Distribution conditions

Youi Building Insurance can only be purchased from the Youi website or contact centre. Youi employees can only sell Youi Building Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them (such as product-specific sales scripting and application processes). When completing a quote, the Youi website and sales processes includes a number of questions that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Building Insurance will only be distributed to customers within the target market for this product because Youi representatives have knowledge of the policy terms and conditions and Youi processes are designed to identify instances where a policy is not suitable for the applicant.

## For Youi Home Insurance Cover Type: Contents

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Contents Insurance is designed for;
- how it is distributed;
- distributor reporting requirements;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS and Key Facts Statement, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.

## Who is this product designed for

Contents Insurance is one of the covers available for purchase through Youi's Home Insurance product. Contents Insurance is designed for contents owners who may experience a financial burden should an event damage their contents or legal liability arise because of accidents relating to them or their contents (the likely objectives, financial situation and needs) The contents owner may keep the contents in a home they own, a home they rent and occupy as a tenant or a home they otherwise reside in (the target market). However, certain contents owners are outside the target market (see 'Who this product is not suitable for' below).

Regarding the key attributes of this product, Youi Contents Insurance covers personal possessions kept inside a private domestic residence or other fully enclosed and lockable structure on the premises. If the residence is a strata title property, contents extends to fixtures and fittings.

Among the types of events covered by the product are:

- fire;
- storm, including hail and lightning;
- flood;
- earthquake;
- theft and attempted theft, and
- impact of a vehicle.

If the contents owner is the owner-occupier of a strata title property or a tenant, temporary accommodation assistance is also included when the home is damaged by a specified event such as those above (and that same event also damages their contents).

Another key attribute of Youi Contents Insurance is legal liability. This provides protection for death or injuries to unrelated people or damage to their property, for accidents that relate to the contents owner or their contents within Australia. However, it does not extend to liability arising from the use of a vehicle or criminal or intentional acts.

Youi Contents Insurance also provides a number of optional covers for purchase to meet more specific likely objectives, financial situation and needs of contents owners and, where included on the policy, these covers are further key attributes of Youi Contents Insurance:

### **1. Landlords:**

Lessee/Tenant Default and Damage optional cover is designed for landlords who may experience financial loss if the tenant fails to pay their rent or intentionally damages contents, fixtures or fittings owned by the landlord.

### **2. Small business owners:**

Business Items optional cover is designed for small business owners and workers who may incur a financial loss or disruption to their business if business equipment, instruments or tools are accidentally lost or damaged.

### **3. Owners of jewellery and valuable personal items:**

Specified Jewellery and Contents Accidental Loss or Damage optional covers are designed for the owners of valuable personal items who may experience a financial loss if those items are lost or damaged.

All the above key attributes make Youi Contents Insurance cover likely to be consistent with the likely objectives, financial situation and needs of the target market because it provides cover, or the option to add cover, for the events that may result in significant damage to the policyholder's contents and portable valuables, and provides coverage for the typical types of contents and portable valuables that customers expect to be considered part of the insured property. The product also provides coverage for legal liability for accidents relating to contents.

## Who is this product not suitable for

This product is not suitable for a contents owner whose contents:

- are not contained in a private, domestic dwelling;
- are contained within a dwelling that is not in an occupiable, livable condition;
- are contained within a dwelling used as a hotel, motel or bed and breakfast accommodation;
- are contained within a home located in the Northern Territory, far north Queensland or northern Western Australia;
- are contained within a dwelling that is affected by storm surge, landslip, subsidence or erosion, actions of the sea or tides, rising damp or seepage;
- were not insured before purchasing this policy and you require cover for flood, hail, storm or bushfire during the first 72 hours (or other period noted on your policy schedule) of your policy first being purchased, unless it is new contents purchase.

In addition, the Lessee/Tenant Default and Damage optional cover is not suitable for:

- a contents owner that is not a landlord or,
- a contents owner that is a landlord but does not have a written lease agreement in place with the tenant.

## Distribution conditions

Youi Contents Insurance can only be purchased from the Youi website or contact centre. Youi employees can only sell Youi Contents Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them (such as product-specific sales scripting and application processes). When completing a quote, the Youi website and sales process includes a number of questions that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Contents Insurance will only be distributed to customers within the target market for this product because Youi representatives have knowledge of the policy terms and conditions and Youi processes are designed to identify instances where a policy is not suitable for an applicant.

## For Youi Home Insurance Cover Type: Building and Contents

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Building and Contents Insurance is designed for;
- how it is distributed;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS and Key Facts Statement, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.

## Who this product is designed for

Building and Contents Insurance are two of the covers available for purchase through Youi's Home Insurance product. They are designed for home owners, who are also the owners of contents in the home, and those with a financial interest in the home and contents (the home owner) who may experience a financial burden should an event damage their home and contents or legal liability arise because of an accident at their home or relating to them or their contents (the likely objectives, financial situation and needs). These home owners may be owner-occupiers or landlords (owners that rent all or part of the home out) (the target market). However, certain home owners are outside the target market (see 'Who this product is not suitable for' below).

Regarding the key attributes of this product, Youi Building insurance covers property that includes the private domestic residence and other structures at the premises, including permanently attached fixtures, fittings and structural improvements, but excluding earthworks. Youi Contents Insurance covers personal possessions kept inside a private domestic residence or other fully enclosed and lockable structure on the premises.

Among the types of events covered by the product are:

- fire;
- storm, including hail and lightning;
- flood;
- earthquake;

- theft and attempted theft, and
- impact of a vehicle.

If the home owner is an owner-occupier, temporary accommodation is also included when the home is damaged by a specified event such as those above.

Another key attribute of Youi Building and Contents Insurance is legal liability. This provides protection:

- to the home owner if they become liable for damage to the property of, or injury to, unrelated people for incidents on the site. For example, a visitor to the home trips on a rough surface, breaking their arm and holds the home owner liable for their medical expenses and loss of income while they recover; and
- to the home occupiers for death or injuries to unrelated people, or damage to their property, for accidents that relate to them or their contents within Australia, but not arising from the use of a vehicle or criminal or intentional acts.

Youi Building and Contents Insurance also provides a number of optional covers for purchase to meet more specific likely objectives, financial situation and needs of property owners and, where included on the policy, these covers are further key attributes of Youi Building and Contents Insurance:

## **1. Landlords:**

Lessee/Tenant Default and Damage optional cover is designed for landlords who may experience financial loss if the tenant fails to pay their rent or intentionally damages the home, contents, fixtures or fittings.

## **2. Small business owners:**

Business Items optional cover is designed for small business owners and workers who may incur a financial loss or disruption to their business if business equipment, instruments or tools items are accidentally lost or damaged.

## **3. Owners of jewellery and valuable personal items:**

Specified Jewellery and Contents Accidental Loss or Damage optional covers are designed for the owners of valuable personal items who may experience a financial loss if those items are lost or damaged.

All the above key attributes make Youi Building and Contents Insurance cover likely to be consistent with the likely objectives, financial situation and needs of the target market because it provides cover, or the option to add cover, for the events that may result in significant damage to the policyholder's home, contents and portable valuables and provides coverage for the typical types of domestic structures, contents and portable valuables that customers expect to be considered part of the insured property.

The product also provides coverage for legal liability arising because of accidents at the home or relating to contents.



## Who this product is not suitable for

This product is not suitable for home and contents owners whose homes are:

- not in an occupiable, livable condition;
- affected by storm surge, landslip, subsidence or erosion, actions of the sea or tides, rising damp or seepage;
- part of a strata title;
- used as a hotel, motel or bed and breakfast accommodation;
- located in the Northern Territory, far north Queensland or northern Western Australia; or
- not insured before purchasing this policy and the home owner requires cover for flood, hail, storm or bushfire during the first 72 hours (or other period noted on your policy schedule) of your policy first being purchased.

In addition, the Lessee/Tenant Default and Damage optional cover is not suitable for:

- a home and contents owner that is not a landlord or,
- a home and contents owner that is a landlord but does not have a written lease agreement in place with the tenant.

## Distribution conditions

Youi Building and Contents Insurance can only be purchased from the Youi website or contact centre. Youi employees can only sell Youi Building and Contents Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them (such as product-specific sales scripting and application processes). When completing a quote, the Youi website and sales process includes a number of questions that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Building and Contents Insurance will only be distributed to customers within the target market for this product because Youi representatives have knowledge of the policy terms and conditions and the Youi processes are designed to identify instances where a policy is not suitable for an applicant.

## Reporting

Our Distributors of this product are required to report the following to us, and where a review trigger has been identified (see Reviewing this Document section for triggers), TMDs are required to be reviewed within 10 business days.

Reportable information	Frequency
Complaints data including the number and nature of any complaints	As specified in the relevant contract with our Distributors
Sales data and performance	As specified in the relevant contract with our Distributors
Claims data	As specified in the relevant contract with our Distributors
Dealings of product outside of TMD	As soon as practicable after becoming aware of the matter, and no later than 10 business days
Any feedback, regulatory orders or directions regarding the product or its distribution that are received from <ul style="list-style-type: none"><li>▪ a regulator</li><li>▪ The General Insurance code Governance Committee; or</li><li>▪ AFCA</li></ul>	As soon as practicable after becoming aware of the matter, and no later than 10 business days

## Reviewing this document

Youi, as the distributor and issuer of this product, collects information and prepares reports regarding sales activity, performance, complaints and any occasions where this product has been sold contrary to the TMD on an at least quarterly basis to help improve our products and service.

We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as claims ratios and policy sales and cancellation rates; or
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above events occurring.

In any event, a review of this TMD will be completed no later than two years from the publication date of this TMD and subsequently at two-yearly intervals.

## Questions?

If you have any questions about our products or this TMD, please contact us on 13 YOUI (9684).

Publication date: 05/07/2023

Issuer: Youi Pty Ltd (ABN 79 123 074 733)

AFSL: 316 511