

A background map showing a street grid with several irregular green shaded regions scattered across it. The map is light gray and serves as a backdrop for the text.

KOBA PAY-PER-KM CAR INSURANCE

TARGET MARKET DETERMINATION

Effective Date: October 31, 2021



Understanding the Target Market Determination

This Target Market Determination (TMD) sets out the target market for the KOBA Pay per KM Car Insurance product.

Eric Insurance Limited ABN 18 009 129 793 Australian Financial Services Licence (AFSL) 238 279 (eric), is the issuer and underwriter of this insurance product. KOBA Insurance Pty Ltd ABN 33 642 789 286 (KOBA) is an Authorised Representative (AR 001288655) of eric. KOBA has a binding authority to issue and administer this insurance on behalf of eric. KOBA acts as an agent for the insurer, not as an agent for you.

The intention of the TMD is to provide an understanding to customers, distributors and employees of the class of customers for which this product has been designed, considering a customer's likely needs, objectives and financial situation.

The TMD does not provide any financial advice, nor does it take into consideration any individual's personal needs, objectives or financial situation. The TMD does not form part of the terms of cover of the Product Disclosure Statement (PDS). Customers must consult the PDS and supplementary documents, which outline the relevant terms, conditions and exclusions that may apply under the product before making any decision about a product.

A customer may fall within the relevant target market, though they may not meet the underwriting acceptance criteria of the issuer.

The TMD will apply to all policies that are purchased or renewed on or after 31 October 2021.

Key attributes of the Pay per KM Car Insurance product

KOBA Pay per KM Car Insurance provides cover for:

- / The cost of repairs, replacement or total loss of a customer's car as a result of accidental loss or damage including but not limited to accident, weather events, fire, malicious damage and theft;
- / Associated costs as a result of a claim, such as towing, essential repairs, cover for emergency accommodation and personal property; and
- / Cover for legal liability, to pay for loss or damage to another person's property caused by the use of the customer's car.

For full details of coverage in this product, including conditions and exclusions applicable, customers, staff and distributors should read the PDS, which can be found at kobainsurance.com.au

Target Market for Pay per KM Car Insurance

The KOBA Pay per KM Car Insurance product has been designed for customers who seek to protect themselves against financial burden that may occur as a result of an incident involving accidental loss or damage or theft to their car or legal liability for damage to another person's property through use of their car.

The target market for the product is customers who seek that protection and who:

- / Own a registered and roadworthy passenger vehicle (including 4WDs, utilities and some vans) that is either OBD II compliant or is a "connected car" with internet connectivity capability;
- / Are comfortable having their driving patterns recorded using information provided by either their car's connected data or data supplied by an on-board OBD II device;
- / Drive less than 15,000 kilometres per year;
- / Are comfortable with a digital-first approach which requires them to use app and website features to buy and manage their insurance;
- / Meet the KOBA underwriting acceptance criteria.

The target market for the product does not, however, include customers who:

- / Use their vehicle:
 - o for commercial purposes, including taxis, rideshare, courier, delivery of food or goods, paid driver instruction or security patrols;
 - o for racing or competition;
 - o as a courtesy vehicle in connection with the motor trade, or a hire car, demonstration car or as part of a car share scheme;
 - o for emergency services;
- / Rent their vehicle to or exchange it with others for compensation or use it as a business pool car;
- / Require cover for household members but who do not wish to add them as listed drivers for the cover.

Customer's likely needs, objectives & financial situation

KOBA Pay per KM Car Insurance is designed to be consistent with the likely objectives, needs and financial situation of customers who:

- / Wish to protect themselves against financial loss or burden from accidental loss or damage to their car as a result of accidental loss or damage including but not limited to accident, weather events, fire, malicious damage and theft;
- / Wish to seek legal liability cover for loss or damage to another person's property caused by the use of the customer's car;
- / Are able to pay premiums in accordance with their upfront costs, monthly kilometres-based usage, excess, fees and government charges.

Distribution Conditions

This product is issued by Eric Insurance Limited (eric) ABN 18 009 129 793 AFSL 238279 through its authorised representative KOBA Insurance Pty Ltd ABN 33 642 789 286 AR 1288655, and may be distributed through:

- / KOBA website, kobainsurance.com.au
- / KOBA contact centres by calling (03) 6159 2000
- / Through third-party distributors (like Compare the Market)

This product can only be issued to customers who are eligible for the product in accordance with application, acceptance and/or renewal criteria consistent with the target market.

The product can only be distributed by KOBA or distributors who have received training, accreditation (if required) and have met compliance reviews.

The conditions set by the application and renewal processes make it likely that products are distributed to customers that are within the target market. These are supported by appropriate platform and system controls, training and scripting, and contractual obligations which have been designed to result in the product being distributed to those within the target market.

Reviewing the TMD

We will review this TMD in accordance with the following:

- | | |
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| First review | Within two (2) years of the effective date of this TMD. |
| Subsequent reviews | Within two (2) years after the end of the previous review. |
| Review triggers | <p>We will also review this TMD if any event or circumstance (review trigger) is identified or notified to us, that would reasonably suggest that the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none">/ A material change to the design or distribution of the product, including material changes to documentation;/ A change to the underwriting acceptance criteria and/or application process that impacts the suitability of the product for the target market;/ A material change to the distribution of the product;/ Identification of systemic issues across the product or distribution;/ Significant changes in metrics, including but not limited to policy cancellations, lapses in renewals, claims, complaints and loss ratios;/ Where applicable, feedback from distributors and customers or events such as adverse media coverage or regulatory feedback; and/ Where we have determined that a significant dealing inconsistent with the target market has occurred. |



Reporting and monitoring of this TMD

We will collect and may require our distributors to report on the following information regarding this TMD:

Complaints	All complaints in relation to this product on a quarterly basis. This may include written details of the complaint.
Sales data	Relevant sales and customer data in relation to this product on a quarterly basis.
Claims data	Where relevant, claims data in relation to this product on a quarterly basis.
Significant dealings	Where they become aware of a significant dealing in relation to the product that is inconsistent with the TMD within 10 business days.

This insurance is issued by Koba Insurance Pty Ltd, ABN 33 642 789 286 AR 001288655 (Koba), on behalf of the insurer, Eric Insurance Limited ABN 18 009 129 793 | AFSL 238279 (eric). Koba acts as an agent of eric and not on your behalf. Any advice provided is general advice only and does not take into account your individual needs, objectives or financial situation. Terms, limits, conditions and exclusions apply. Before making a decision, you should carefully read the Product Disclosure Statement & Financial Services Guide (PDS & FSG), and the Target Market Determination (TMD), which are available at kobainsurance.com.au to help you decide if the product is right for you. If you purchase a policy, Koba receives a commission, which is a percentage of your premium, and may be entitled to a profit share if certain thresholds are met in agreed periods. Please ask us for more details.