

# Life and Accidental Death Cover Target Market Determination (TMD)

5 October 2021

## 1. Cover to which this TMD applies

ClearView ClearChoice:

- Life Cover
- Accidental Death Cover

ClearView Life Assurance Limited (ABN 12 000 021 581, AFS Licence No. 227682) as the issuer of Life and Accidental Death Cover under the ClearView ClearChoice Product Disclosure Statement (PDS) is responsible for the TMDs for these covers.

## 2. Description of target market

### Needs, objectives and financial situation

Life and Accidental Death Cover is designed for individuals who, in the event of terminal illness (Life Cover only) or death as a result of:

- sickness or injury, for Life Cover, or
- injury, for Accidental Death Cover,

require a lump sum, to be paid to them, their estate or beneficiaries as applicable, which can be used as a source of financial security/support for themselves and other persons they choose. A benefit will only be paid if policy terms and conditions are met.

### Target market criteria

#### When cover may be suitable

Target market criteria for Life and Accidental Death Cover	Additional criteria for Accidental Death Cover
May be suitable for individuals who: <ul style="list-style-type: none"><li>• meet the cover eligibility criteria</li><li>• have financial dependants, significant debt or other financial commitments and expect that they will be unable to meet these commitments in the event of their terminal illness (Life cover only) or death</li><li>• expect to be able to fund premiums over the life of the insurance contract</li></ul>	May be suitable for individuals who: <ul style="list-style-type: none"><li>• have a specific need for accident cover</li><li>• are not eligible for sickness and injury cover</li><li>• cannot afford sickness and injury cover and would like to hold accident cover rather than no cover</li><li>• do not require cover for terminal illness</li></ul>

## When cover may not be suitable

Target market criteria for Life and Accidental Death Cover	Additional criteria for Accidental Death Cover
<p>May not be suitable for individuals who:</p> <ul style="list-style-type: none"> <li>do not meet underwriting requirements</li> <li>are eligible to make a claim under this cover</li> <li>have sufficient cash or liquid assets which are likely to cover their financial commitments</li> <li>already hold sufficient levels of Life or Accidental Death Cover</li> <li>are not able to fund premiums over the life of the insurance contract</li> </ul>	<p>May not be suitable for individuals who:</p> <ul style="list-style-type: none"> <li>require cover for terminal illness or death as a result of sickness</li> </ul>

## Key customisable options

### When a customisable option may be suitable

Option	Life and Accidental Death Cover
<b>Stepped and Level premiums</b>	<p><b>Stepped premiums</b></p> <p>There is a preference for a lower up-front cost or there is uncertainty as to how long cover will be held. In addition, there is capacity to meet increasing premiums over time due to age.</p> <p><b>Level premiums</b></p> <p>Cover is to be held for a duration such that Level premiums are expected to result in a lower cost than Stepped premiums. The customer should be comfortable with the higher upfront cost particularly in the event of early policy termination.</p> <p>Level premiums are not available with Accidental Death Cover.</p>
<b>Linked and Flexi-Linked Cover</b>	<p>There is a need for multiple covers and a preference to use a cost-effective structure or, in the case of flexi-linking, for covers to have different ownership (such as inside and outside super).</p> <p>May not be suitable if the timeframes for cover buy back under the Life Cover Buy Back Benefit do not meet the individuals' needs.</p> <p><i>If cover is to be held through ClearView ClearChoice Super, you should refer to the ClearView ClearChoice Super TMD which will provide information on the target market criteria for holding cover inside super.</i></p>

## Cover eligibility and underwriting criteria

Product eligibility and underwriting criteria apply to these covers. Refer to the PDS and Adviser Guide.

## Appropriateness

The Issuer has assessed the products and formed the view that the products, including its key attributes, are likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market.

### 3. Mandatory review periods

This TMD will be reviewed 3 years after the effective date.

### 4. Review triggers

We may review this TMD as a result of:

- us forming a view that the product is no longer consistent with the likely objectives, needs and financial situation of the retail clients in the target market
- product performance being materially inconsistent with our expectations
- product design changes which we consider to be material and impact the target market
- complaints or feedback which in our view indicate a material distribution or product design issue
- new or amending legislation which significantly impacts this product's design and/or distribution
- us becoming aware of significant dealings outside the target market
- regulator feedback that is likely to have a significant impact on the product

### 5. Distribution conditions

A distributor must:

- distribute the product in accordance with this TMD unless personal advice has been provided
- other than where personal advice is to be provided, provide us information about its distribution process in relation to the covers
- notify us of significant dealings outside the target market described in this TMD
- keep and provide us with the information outlined in section 6 of this TMD

We consider that by requiring distributors to meet the above conditions it will improve the likelihood that cover has been sold to customers within that target market.

### 6. Distributor reporting requirements

Information type	Specific requirements	Reporting period	How information can be provided
<b>Complaints</b>	All complaints received by the licensee which relate to the product design or distribution of Life or Accidental Death Cover.	The reporting period is the 6 months to 31 March and 30 September. Reports must be provided within 10 days of the end of each reporting period.  ClearView strongly encourages distributors to submit complaints as they receive them.	For information on how to report complaints and significant dealings visit <b><a href="http://clearview.com.au/tmd">clearview.com.au/tmd</a></b>
<b>Significant dealings</b>	All significant dealings that are not consistent with the TMD.	As soon as practicable but no later than 10 business days after the distributor becomes aware of the significant dealing.	

**Note:** This document is not a Product Disclosure Statement (PDS) and is not a summary of the product features or terms of the product. This document does not consider any person's individual needs, objectives, or financial situation. Persons interested in acquiring this product should carefully read the ClearView ClearChoice PDS before deciding to buy this product.