

Product: Sports & Leisure Group Personal Accident Sports Injury (Product)

Product Disclosure Statement: Prepared on 10 September 2021

TMD Commencement Date: 6 November 2023

Issuer:

XL Insurance Company SE, Australian branch
Angel Place,

Level 28, 123 Pitt Street,
Sydney NSW (AXA XL)



What is a target market determination?

A Target Market Determination (TMD) is a determination that AXA has made that sets out:

- the class of customers that comprise AXA's target market for this Product, taking into consideration their likely objectives, financial situation and needs;
- any conditions and restrictions placed on retail product distribution conduct in relation to the Product;
- the events and circumstances that would reasonably suggest that the TMD is no longer appropriate;
- the review periods for the TMD; and
- the reporting obligations for the TMD.

This TMD does not provide any financial product advice on the Product and does not take into consideration the objectives, financial situation and needs of individual customers.

The terms and conditions of the Product are set out in the Product Disclosure Statement (PDS). Insurance products and services are provided by AXA. This TMD does not form part of the insurance contract and is not a summary of the Product's terms and conditions. Customers should review the PDS before making any decision on whether to purchase this Product.

AXA will make this TMD available to any person, upon request, free of charge.

Terms used in this TMD, which are defined in the *Corporations Act 2001*, have the same meaning as under that legislation.

Application of this TMD

This TMD applies to customers who acquire the Product as retail clients namely sole traders and small businesses (a business which employs less than 100 people, if a manufacturing business, or otherwise 20 people or less).

It does not apply to other customers (wholesale clients) who may purchase the Product.

1. Target market

This section of the TMD describes the class of retail client customers who comprise the target market for the Product.

This cover is suitable for	This cover is NOT suitable for
Customers who are sports groups that:	Customers who are: <ul style="list-style-type: none">• an individual who is not part of a sports group;

<ul style="list-style-type: none"> • have a minimum 3 year claims experience (where appropriate); • provide a full description of the activities undertaken; • can provide historical and projected turnover and/or participant numbers (where appropriate); • have reviewed the playing rules and guidelines of the relevant governance organisations (where appropriate) and operate in conjunction with these (unless otherwise agreed); • are domiciled in Australia; and • fall within the acceptable list of activities of the Insurer. 	<ul style="list-style-type: none"> • seeking cover for a pre-existing condition; • seeking cover for sickness or illness; • seeking cover for private health insurance or cover for Medicare expenses; • seeking cover for expenses or costs associated with the prevention of injury; • seeking cover beyond the Scope of Cover.
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Needs and Objectives of Target Customer

The likely objectives, financial situation and needs of customers in the target market are sports groups who require personal accident insurance for their members and employees for Accidental Death, Capital Benefits (permanent disabilities) and Temporary Disablements. The product operates during a specified period of time and applies to declared activities only.

Product Description and Key Attributes

Key Product Benefits
<p>Customers who want insurance for their members and employees for:</p> <ul style="list-style-type: none"> • injury which results in their accidental death and disablement (lump sum benefits); • earnings they lose due to injury (weekly benefits); • additional expenses cover for the treatment or care following an injury (non-medicare medical expenses). <p>Customers who want insurance for their members or employees whilst (Scope of Cover):</p> <ul style="list-style-type: none"> • actively engaged in a training session or competitive game; • actively engaged in an activity which forms part of the Insured Person's official duties; • engaged in any administrative, social, fund raising activity or voluntary work; • undertaking direct travel to and from a), b) or c) above; and • staying away from home during a tour for the purposes of a), b) or c) above.

These are the key attributes. Please refer to the PDS for full details of product coverage including benefits. The benefits are subject to specified sums insured and the terms and conditions of the policy.

Consistency between the Product and target market

The Product is likely to meet the likely objectives, financial situation and needs of customers in the target market who are sports groups who want insurance for their members and employees for accidental death, permanent disablement, and temporary disablement. The product operates during a specified Scope of Cover.

2. Distribution conditions

This section of the TMD describes the conditions and restrictions on retail product distribution conduct that apply to customers who are retail clients. It does not apply to other customers (wholesale clients) who may purchase the Product.

The Product is distributed (purchased) via:

- Arthur J Gallagher & Co (AUS) Limited ABN 34 005 543 920 AFSL 238312 (Gallagher) through Offshore Market Placements (OMP).

The distribution conditions that apply to the sale of this Product do not apply to the extent that Gallagher is arranging for a customer to acquire the Product for the purpose of implementing personal advice given to the customer.

Gallagher will distribute the Product to retail client customers that meet AXA's eligibility criteria, which aligns with the target market set out in section 1 above. Gallagher apply a consistent application process in relation to the Product, which supports the sale of the Product and any additional extensions to customers in the target market. Insurance brokers distributing the Product are required to submit customer applications using that process.

Gallagher ensures that its brokers:

- have a general understanding of the likely objectives, situation and needs of the class of customers that fall within the target market; and
- have been trained in the relevant acceptance criteria for the Product.

3. Review period and triggers

AXA will review this TMD during the following periods to ensure that it remains appropriate:

First review period	Within two years from TMD's commencement date
Ongoing review periods	At least every two years after the completion of the first review period.

AXA will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

- a material change to the cover provided by the Product,
- the discovery of a relevant and material deficiency in the Product's disclosure documentation,
- a change in AXA's risk acceptance criteria or underwriting guidelines that may impact the suitability of the Product for the target market,
- a material change to the distribution of the Product,
- complaints or other feedback indicative of the Product no longer being suitable for the target market,
- claims denials or other issues indicative of the Product no longer being suitable for the target market,
- material decreases in sales and Product performance metrics including but not limited to product acceptance rates, cancellation rates, Product value and affordability, benefits to customers, and the like,
- a material change to the legislation,
- issues arising from compliance monitoring, breaches or internal audit findings, or
- concerns raised by a regulator, the Code Governance Committee or AFCA.

4. Reporting obligations

Gallagher and AXA staff are required to report the following information to AXA:

Event or circumstance	Person required to report	Reporting period
Any issue arising from the sale of the Product to retail client customers in breach of the distribution conditions or outside the target market.	AXA and Gallagher	As soon as practicable after becoming aware of the matter, and within 10 business days.
Any significant dealings that are not consistent with this TMD	AXA and Gallagher	As soon as practicable after becoming aware of the matter and within 10 business days.
The number and detail of complaints received about the Product.	AXA and Gallagher	Within 10 business days after the end of each calendar quarter (31 March, 30 June, 30 September and 31 December)

Regular and incident-based reporting on key sales and product performance metrics (under 'Review period and trigger' above)	AXA and Gallagher	Within 10 business days after the end of each calendar quarter (31 March, 30 June, 30 September and 31 December) or upon the occurrence of an incident.
Any actual or likely compliance breach relating to sale of the Product or to distribution requirements under the PDDO.	AXA and Gallagher	As soon as practicable after becoming aware of the matter, and in any event within 10 business days of the compliance breach being identified.