

TARGET MARKET DETERMINATION

For Life insurance cover provided and issued under MaxLife Life Protect by AIA Australia Limited (ABN 79 004 837 861, AFSL 230043)

October 2021



1. About this document

When to use this target market determination

This target market determination (TMD) provides customers, distributors and staff with an understanding of the class of customers this product has been designed for, having regard to the likely objectives, financial situation and needs of the target market. Further, it sets out how the product is distributed, review periods and triggers relating to the TMD, and reporting and monitoring the TMD.

This document is not a summary of the product's terms and conditions and is not intended to provide financial advice. Persons interested in acquiring this product should carefully read the Product Disclosure Statement (PDS) and any applicable Supplementary Product Disclosure Statement(s) which outline the relevant terms and conditions before making a decision whether to buy this product.

PDS to which this target market determination applies

This TMD applies to the Life insurance cover referred to in the following PDS:

- MaxLife Life Protect

Effective date

1 October 2021

Version

1.0

2. Class of customers that fall within this target market

The information below summarises the class of customers that fall within the target market for this insurance cover, and the likely objectives, financial situation and needs that this cover has been designed to meet.

Class of customers

The customer has (or envisages that in future they will or may have) outstanding financial or financial-in-kind commitments (including financial commitments to dependents such as spouse or children that will not be satisfied by their estate in the event of their terminal illness, death, diagnosis with one of the insured trauma events or diagnosis as being totally and permanently disabled in accordance with the terms of the PDS (where those optional covers are held).

These financial or financial-in-kind commitments include but are not limited to:

- Mortgage and other debt servicing costs, final expenses, and income replacement
- Medical costs, transportation and accommodation costs, and personal palliative care

Excluded class of customers

The insurance cover has not been designed for individuals who:

- are not an Australian citizen or permanent resident, or a New Zealand citizen;
- are not living permanently in Australia at the time of application;
- are not aged between 18 and 65 years old at the time of application (Life cover);
- are not aged between 18 and 59 years old at the time of the application (Trauma or TPD);
- do not meet underwriting requirements – for example exceeds relevant underwriting criteria in respect of Body Mass Index (BMI) and other lifestyle/medical factors;
- for TPD, are performing an occupation considered heavy manual work or working less than 20 hours per week, including casual workers; and
- are unlikely to be able to afford to pay the regular policy premium.

Likely needs and objectives

This insurance cover has been designed for customers who have the following likely needs and objectives:

Income Protection	Likely needs and objectives
Life cover	<ul style="list-style-type: none"> • want to reduce the burden of financial commitment through the receipt of a lump sum amount in the event of diagnosis of terminal illness or death; • want to leave a financial legacy or inheritance for their family or dependants in the event of their death, where there are no other outstanding liabilities; and • want to protect their assets (such as home, car, investments) and limit exposure of liabilities (such as mortgage or other debts) in the event of terminal illness or death.
Optional TPD cover	<ul style="list-style-type: none"> • want to reduce the burden of financial commitment through the receipt of a lump sum amount if they become totally and permanently disabled due to sickness or injury and are unable to work in gainful employment; • want to support an independent lifestyle which includes funds for medical and rehabilitation costs, transportation and accommodation costs, personal care, palliative care, if they become totally and permanently disabled due to sickness or injury and are unable to work in gainful employment; and • want to protect their assets (such as home and investments), and limit exposure of liabilities (such as mortgage or other debts) if they become totally and permanently disabled due to sickness or injury and are unable to work in gainful employment.
Optional Trauma cover	<ul style="list-style-type: none"> • want to reduce the burden of financial loss through the receipt of a lump sum amount if they suffer a listed trauma event (such as heart attack, stroke or cancer); • want to protect their assets (such as home, car, investments), and limit exposure to liabilities (such as mortgage or other debts) if they suffer a listed trauma event (such as heart attack, stroke or cancer); and • want to support their lifestyle changes which includes funds to assist with taking time off work, assisting with living expenses or out of pocket medical charges.

Financial situation

A customer who is employed, has savings or otherwise has financial capacity (e.g. family or other relationships) to pay premiums (which may vary from time to time) to retain the product for the period of time it is intended to be held.

3. Product design descriptions

Below is a description of the key terms, features and attributes that affect whether this product is likely to be suitable for the needs of the target market. Refer to the PDS for a full description of this product and for the applicable terms and conditions.

Product Application Eligibility

	Life cover	TPD cover	Trauma cover
Residency Criteria	Must be an Australian citizen or permanent resident or a New Zealand citizen, living permanently in Australia.		
Benefit Description	Life cover provides a lump sum in the event of diagnosis of terminal illness or death.	TPD provides a lump sum in the event the customer meets the definition of total and permanent disability.	Trauma cover provides a lump sum payment in the event the customer meets the definition of the listed trauma event they are diagnosed with.
Age Eligibility at application	18–65	18–59	18–59
Max Cover	\$1,000,000	The lower of \$750,000 or 100% of the Life cover amount	The lower of \$250,000 or 50% of the Life cover amount
Claim payments	The policy ceases after a payment is made.	The sum insured on death cover and trauma cover reduces by the amount of the TPD payment.	The sum insured on the death and TPD payment reduces by the amount of the trauma payment.
Minimum Hours Work	20 hours per week in an occupation which does not involve heavy, manual work.		
Heavy Manual Work	Do not perform heavy manual work, for example cleaners, truck drivers, fencing contractors, concreters, earth moving workers, carpet layers.		
Self Employed working from home	Must not be working from home more than 20% of the time.		

Policy Premium

Paying premiums on time in accordance with the product conditions is a requirement of continued cover. If premiums are not paid when due, the policy may lapse in which case the policyowner would no longer be covered and cannot make a claim.

Premiums are dependent on the information provided at application stage including, the level of cover, and options chosen, for example: age, gender, smoking status, campaign discounts, individual and underwriting loadings determined at point of application.

Premiums can change over time based on the customer's increasing age and changes in their cover amount for example, whether benefit indexation has been applied (the sum insured will increase by the greater of 5% and CPI at the policy anniversary date) and if any discounts apply.

Product Exclusions

- Life cover benefit will not be payable in the event of suicide within the first 13 months of policy commencement date, reinstatement date or increase in the sum insured;
- regarding TPD and trauma cover, a benefit will not be payable as a result of any deliberately self-inflicted injury or sickness;
- regarding trauma cover, a benefit will not be payable if a trauma condition is suffered within 90 days of policy commencement date, reinstatement date or increase in the sum insured;
- regarding Life cover, TPD or trauma, a benefit will not be payable in the event of death, TPD or a Trauma event arising from criminal activities and war; and

- Regarding Life cover, TPD or Trauma, a benefit will not be payable where events arising during the course of directly or indirectly carrying out certain hazardous duties* for example working in outdoor conditions at a height greater than 10m from the ground.

* (Hazardous duties are working above 10 metres from the ground; working underground; working offshore; underwater diving; working with explosives, working as a professional sportsperson or coach or employment in the armed forces)

Cover Amount Limitations

- Where the customer is covered under more than one MaxLife Life Protect policy, the maximum sum insured under all policies is limited to the maximum sum insured available for the customer's age as per the PDS.
- Where the customer is covered under more than one insurance policy issued by AIA Australia (this includes cover under a group life insurance scheme), the maximum sum insured under all policies is limited to \$2,000,000.

Appropriateness explanation

Broadly, the target market comprises those who have or expect to have outstanding financial commitments that will not be satisfied in the event of their own death, terminal illness, TPD or trauma (where those optional covers are obtained) and who have a capacity to pay potentially variable premiums on an ongoing basis. As the product pays a lump sum on death, terminal illness, TPD or trauma (where those optional covers are obtained), it is therefore likely to meet the needs, or go towards meeting the needs, of those in the target market.

4. How this product is to be distributed

Distribution channels

This product is distributed through the following means only:

- Online; and
- Contact Centre for customers who require additional assistance.

Distribution conditions

The distributor must follow the distribution conditions to ensure that this product is sold to consumers likely to be in the target market. These include:

- suitability and eligibility questions to determine whether the customer can apply for the product by meeting the eligibility requirements;
- a product disclosure statement and other materials that explain the product has been designed for customers in the target market; and
- customers have access to and have an opportunity to review the PDS before agreeing to purchase.

Representatives of the contact centre (operated by AIA Australia) have received training about the product and comply with authorised scripting, training and quality assurance standards.

5. Reviewing this target market determination

We will review this target market determination in accordance with the below:

Initial review	12 months after the effective date by 5 October 2022
Periodic reviews	At least every three years from the initial review.
Review triggers or events	<p>A trigger event or circumstances which arise that would reasonably suggest the TMD is no longer appropriate or that the product is no longer consistent with the likely objectives, financial situation and needs of customers in the target market. Examples of trigger events include:</p> <ul style="list-style-type: none"> • External Events <ul style="list-style-type: none"> - A change in law or a change in the distribution conditions required to comply with regulatory standards; - A change in the likely needs of customers, for example as driven by significant advances in medical treatment or diagnosis standards; and - A material alteration in eligibility requirements or underwriting criteria of the product. • Product Performance and Changes <ul style="list-style-type: none"> - Alterations in product eligibility and suitability requirements or a significant change in product underwriting acceptance criteria; - Any significant or unexpectedly large fluctuations in metrics, including, but not limited to, sales volumes, applications acceptance rates, policy cancellation levels and product value to customers; and - Unexpectedly high number of complaints regarding the product outcomes for customers. • AIA Australia as the Product Issuer <ul style="list-style-type: none"> - The use of Product Intervention Powers in relation to the distribution or design of this product where AIA Australia considers this reasonably suggests that this TMD is no longer appropriate. • Distribution Conditions and Performance <ul style="list-style-type: none"> - The addition of new distribution channels or a material change in the design of existing distribution channels; - Unexpectedly high complaints regarding the distribution of the product; and - Occurrence of a significant dealing.

Information needed for review triggers or events

In considering whether a trigger event has occurred, the following are examples of the types of information that will be considered.

- External events:
 - Published legislation by government;
 - Regulatory guides and industry consultation; and
 - Consumer research outlining changes in consumer behaviours and preferences.
- Product performance and Changes
 - The actual and expected product performance of key metrics such as loss ratio, lapse rates, claims acceptance rates;
 - Product Specification documents;
 - Complaints captured in AIA Australia systems; and
 - Complaints captured and recorded by distributors.
- AIA Australia as the Product Issuer
 - Relevant Product Intervention order.
- Distribution Conditions and Performance
 - Level of customer engagement in application process and customer behaviours during application processes;
 - The outcomes of quality assurance reviews on assisted customer calls;
 - Complaints and the nature of the complaints regarding product design, claims, and distribution condition; and
 - A significant dealing in the product which is not consistent with the TMD (within 10 business days of becoming aware of the dealing)

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days using information available about the performance of the product against likely customer needs and objectives and about the adherence of the distribution of the product to the distribution conditions outlined in this TMD.

6. Reporting and monitoring

We will collect and report on the following information:

Complaints	We will receive reports on all complaints in relation to this financial product half-yearly (within 10 business days of the end of the calendar half-year). This will include whether the distributor received complaints during the reporting period and if so, the number of complaints received, the nature of the complaints, including regarding product design, claims and distribution, in relation to the product, and the date on which each complaint was received.
Significant dealings	We will receive notification if our distributors become aware of a significant dealing in the product that is inconsistent with the TMD within 10 business days.