

# MANCHESTER UNITY TARGET MARKET DETERMINATION (TMD)

## NAME OF PRODUCTS:

Manchester Unity Pet Insurance – Petmate Accident Only  
Manchester Unity Pet Insurance – Petmate Executive Accident & Illness  
as set out in the Manchester Unity Pet Health Insurance Product Disclosure Statement (PDS) dated 1 March 2009 and any Supplementary Product Disclosure Statements relating to that product (Product)

## WHAT IS A TARGET MARKET DETERMINATION?

This Target Market Determination (TMD) sets out the class of customers that the Product has been designed for and is suitable for. It sets out the target market for the Product, conditions and restrictions placed on its distribution, events and circumstances that would reasonably suggest that the TMD is no longer appropriate, and review periods and 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). 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 in relation to the Product.

Any terms used in this TMD that are defined in the Corporations Act 2001 (Cth) have the same meaning as in that Act.

This TMD is available to any person at [hcf.com.au/insurance/pet](http://hcf.com.au/insurance/pet)

**Effective date of this TMD: 3 July 2026.**

## ISSUER

This TMD is made by The Hollard Insurance Company Pty Ltd (ABN 78 090 584 473, AFSL 241436) (Hollard). PetSure (Australia) Pty Ltd (ABN 95 075 949 923, AFSL 420183) (PetSure) acts for Hollard under a binding authority.

In this document the terms, 'we', 'us' or 'our' refer to Hollard in its own right or via PetSure.

## PRODUCT DESCRIPTION AND KEY ATTRIBUTES

The Product has been designed for people who want cover towards eligible veterinary expenses incurred by the owners of cats or dogs. The Product has 2 levels of cover. These are briefly described below:

	PETMATE ACCIDENT ONLY	PETMATE EXECUTIVE
<b>Cover Type</b>	Cover for specified accidental injuries	Cover for both specified accidental injuries and illnesses
<b>Benefit percentage</b>	Up to 70% of eligible veterinary bills	Up to 70% of eligible veterinary bills
<b>Annual benefit limit</b>	Up to \$8,000 per policy period	Up to \$10,000 per policy period
<b>Sub-limits</b>	Sub-limits apply to emergency boarding	Sub-limits apply to tick paralysis and emergency boarding
<b>Per condition excess</b>	\$50, \$100 or \$200	\$50, \$100 or \$200

Other key attributes of this Product include:

- it does not provide comprehensive cover for preventative care costs and general pet maintenance costs like grooming and pet food;
- where eligible, the ability to:
  - reduce premiums by choosing a level of cover with lower sub-limits and/or a higher excess, in return for higher out-of-pocket end costs following claims reimbursement (should you make a successful claim); or
  - have lower out-of-pocket end costs following claims reimbursement (should you make a successful claim) by choosing a level of cover with higher sub-limits and/or a lower excess in return for higher premiums; and
- cover is subject to annual limits (which can increase from time to time to help keep pace with the costs of veterinary care), terms, conditions and exclusions. Examples of key exclusions include: waiting periods at the inception of a new policy and coverage exclusions for chronic pre-existing conditions.

## LIKELY OBJECTIVES, FINANCIAL SITUATION AND NEEDS OF CUSTOMERS IN THE TARGET MARKET

The likely objectives, financial situation and needs of customers in the target market is a contribution towards eligible veterinary expenses that they incur, to help ensure their pet can receive appropriate treatment and to reduce (and not cover in full) the cost to the customer of that treatment.

Customers in the target market will be able to afford to pay:

- premiums for the Product, which will increase from year to year;
- the full amount for treatment upfront to the veterinary clinic before seeking claims reimbursement for the eligible veterinary expenses, unless using the GapOnly® claims payment platform (in which case, customers need to be able to pay upfront the 'gap' payment - the 'gap' means the difference between the veterinary invoice for eligible expenses and the claim benefit calculated under the policy terms and conditions, if any); and
- any veterinary expenses above the accepted claim amount, including:
  - the application of excess (where applicable);
  - costs above the applicable benefit percentage (up to 70% of eligible veterinary expenses);
  - costs above the applicable annual benefit limit (up to \$8,000 or \$10,000 per policy period depending on the cover chosen); and
  - costs above the applicable sub-limits (where applicable).

## TARGET MARKET FOR THE PRODUCT

The overall target market described applies to all levels of cover available. Each level of cover also has parameters which apply in addition to the overall target market.

### OVERALL TARGET MARKET

WHO THIS PRODUCT MAY BE SUITABLE FOR	WHO THIS PRODUCT MAY NOT BE SUITABLE FOR
<p>A person is in the target market for the Product if they:</p> <ul style="list-style-type: none"> <li>• are 18 years of age or over;</li> <li>• have a domestic dog or cat breed that meets underwriting guidelines determined when purchasing the Product; and</li> <li>• can afford to pay the applicable premiums, upfront veterinary expenses before submitting a claim (unless GapOnly® is used), and veterinary expenses that are above the accepted claim amount.</li> </ul>	<p>A person will not be in the target market for the Product if they:</p> <ul style="list-style-type: none"> <li>• are seeking cover for a pet that is not a dog or a cat;</li> <li>• are seeking cover for chronic pre-existing conditions;</li> <li>• are seeking total reimbursement of veterinary expenses for all accidents and/or illnesses;</li> <li>• are seeking cover and/or total reimbursement of veterinary expenses for preventative treatments and ownership costs that their pet may experience; and/or</li> <li>• cannot afford to pay the applicable premium, upfront veterinary expenses before submitting a claim (unless GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount.</li> </ul>

## TARGET MARKET FOR EACH LEVEL OF COVER

In addition to the overall target market, these additional parameters apply based on the level of cover selected.

### PETMATE (SPECIFIED ACCIDENTAL INJURY ONLY)

WHO THIS LEVEL OF COVER MAY BE SUITABLE FOR	WHO THIS LEVEL OF COVER MAY NOT BE SUITABLE FOR
<p>A person is in the target market for this level of cover if they:</p> <ul style="list-style-type: none"> <li>• want cover for a pet over the age of 8 weeks old at the time of the first policy commencement date;</li> <li>• want cover towards the costs associated with a range of specified accidental injuries that their pet may experience;</li> <li>• want up to 70% of their eligible veterinary expenses covered;</li> <li>• want cover up to \$8,000 per policy period; and</li> <li>• are willing for sub-limits to apply to emergency boarding.</li> </ul>	<p>A person will not be in the target market for the Product if they:</p> <ul style="list-style-type: none"> <li>• want cover for illnesses that a pet may experience; and/or</li> <li>• do not want sub-limits or want different sub-limits to apply to emergency boarding.</li> </ul>

### PETMATE EXECUTIVE (SPECIFIED ACCIDENTAL INJURY AND ILLNESS)

WHO THIS LEVEL OF COVER MAY BE SUITABLE FOR	WHO THIS LEVEL OF COVER MAY NOT BE SUITABLE FOR
<p>A person is in the target market for this level of cover if they want:</p> <ul style="list-style-type: none"> <li>• want cover for a pet over the age of 8 weeks old and younger than 9 years old at the time of the first policy commencement date;</li> <li>• want cover towards the costs associated with a range of specified accidental injuries and illnesses that their pet may experience;</li> <li>• want up to 70% of their eligible veterinary expenses covered;</li> <li>• want cover up to \$10,000 per policy period; and</li> <li>• are willing for sub-limits to apply to tick paralysis and emergency boarding.</li> </ul>	<p>A person will not be in the target market for this Product if they:</p> <ul style="list-style-type: none"> <li>• do not want sub-limits or want different sub-limits to apply to tick paralysis and/or emergency boarding.</li> </ul>

## CONSISTENCY BETWEEN THE PRODUCT AND TARGET MARKET

This Product will likely meet the likely objectives, financial situation and needs of the target market because it addresses the needs of customers in the target market to reduce the costs of eligible veterinary expenses.

## DISTRIBUTION CONDITIONS

Manchester Unity Pet Insurance is only available to renewing customers who first purchased their policy prior to 1 June 2015.

Manchester Unity Pet Insurance is distributed by The Hospitals Contribution Fund of Australia Limited (ABN 68 000 026 746; AFSL 241414). We have arrangements in place with The Hospitals Contribution Fund of Australia Limited with appropriate terms to ensure the Product is distributed to customers that fall within the target market.

Hollard has arrangements in place with PetSure with appropriate terms to ensure the Product is distributed to the customers that fall within the target market.

We will monitor whether customers are in the target market, pursuant to the criteria in this TMD. If we identify the customer is no longer in the target market, PetSure, under its arrangement with Hollard will contact the customer.

## REVIEWING THIS DOCUMENT

### PERIODIC REVIEW

We will review this TMD within 24 months of the previous review.

### REVIEW TRIGGERS

We 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:

- any material changes being made to the Product coverage, pricing methodology, underwriting or eligibility criteria or its method of claims assessments and settlement;
- any material changes to methods of distribution;
- changes in law or regulatory guidance or industry code which may materially affect the terms of cover or distribution or regulatory feedback or concerns raised to suggest the TMD may no longer be appropriate;
- identification of systemic issues and findings, produced from quality assurance or governance processes, that may indicate an issue with the Product and the appropriateness of the TMD;
- any occurrence of a significant dealing outside of the target market;
- compliance incidents and breaches that may indicate an issue with the Product and the appropriateness of the TMD; or
- trends or material changes that are inconsistent with the intended Product performance based on metrics that track:
  - financial performance of the Product (including but not limited to the loss ratio);
  - Product desirability (including but not limited to the number and types of cancellations);
  - benefit attained from the Product by customers (including but not limited to the claims frequency and average benefit paid);
  - overall claims experience (including but not limited to the claims approval rates, claims processing speed and claims submission methods);
  - complaints (including but not limited to the number and type of complaints received); and
  - customer feedback received (including but not limited to the number of hardship requests).

## REPORTING

Distributors of this Product are required to report the following information to us within the time specified below:

INFORMATION	REPORTING PERIOD
Actual or potential significant dealings of the Product outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Actual or potential issue of the Product in breach of distribution conditions or outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Number and details of all complaints received.	Within 10 business days of the end of each quarter.
Sales and marketing data including but not limited to quotes and sales made, promotions applied, cancellation of cover information.	Within 10 business days of the end of each quarter.
Any data that we do not hold and is requested by us in writing that allows monitoring of customer value metrics as described in 'Reviewing this document'.	Within 10 business days of the end of each month.