

Product Design and Distribution Policy

ShieldCover is committed to a customer-centric approach to the design and distribution of its products.

We design insurance products that are intended to align with the likely objectives, financial situation and needs of the customers within the target market, and; work with our distributors to take reasonable steps that are reasonably likely to result in our insurance products reaching consumers in the appropriate target market.

Target market determinations

ShieldCover prepares, publishes and maintains a Target Market Determination (TMD) for each retail product that it distributes. Each TMD is made publicly available, free of charge, on the ShieldCover website before the product is distributed.

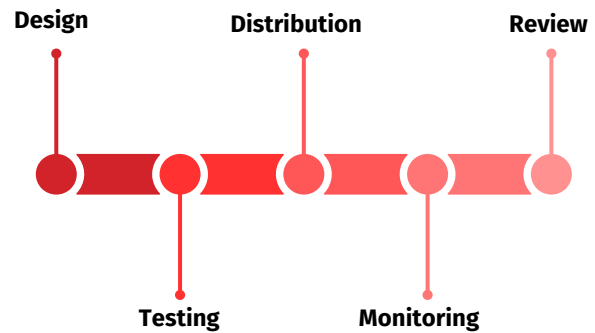
Each TMD sets out who a product is appropriate for and any key attributes that affect suitability. In addition, each TMD outlines the conditions and restrictions on distribution, the reporting obligations of distributors and the events that will trigger a review.

Design & distribution governance

ShieldCover has established processes and procedures to ensure **customer needs are considered and addressed before products are offered to the market**. We draw on the experience and knowledge of our employees, alongside market research and feedback, to understand the objectives, situations and needs of the customers a product is designed for.

Each product undergoes appropriate review, approval, governance and oversight. **New and amended products are tested before they reach the market**, we analyse data such as claims, sales, cancellations and complaints, and we prepare a Target Market Determination (TMD) for each retail product that is regularly reviewed against actual customer outcomes.

Product lifecycle overview



Training on the design and distribution process is provided to all relevant ShieldCover staff, with ongoing oversight to ensure requirements are met before a product obtains final approval.

ShieldCover products are **distributed only through our approved system and through authorised intermediaries** who hold an agreement with us and have received adequate training. Where appropriate, we provide additional support and training so our distributors understand the customers our products are suitable for and we require them to distribute consistently with each product's TMD. Risks that fall outside our eligibility rules are referred to our authorised underwriters.

We monitor our products and distributors after release to ensure they continue to meet the needs of our customers.

Monitoring and review of this policy

ShieldCover's Chief Insurance Officer, Compliance Manager and Senior Underwriter **review this policy at least every two years** and whenever there is a material change to our products, distribution arrangements, the relevant law, regulatory guidance or applicable industry codes, including the General Insurance Code of Practice. **Records relating to product design, distribution, TMDs and distributor reporting are kept for at least 7 years as required by law.**

More information

More information about the design and distribution obligations is available from ASIC at asic.gov.au.