



Target Market Determination (TMD) Everyday Car Insurance



This document is the Target Market Determination (TMD) for Everyday Car Insurance (Product) issued by the insurer, The Hollard Insurance Company Pty Limited ABN 78 090 584 473, AFSL 241436 (Hollard). This TMD is effective from 27 May 2026.

Purpose of this document

As the insurer, Hollard wants to ensure that the Product is likely to be suitable for the customers who buy it. The purpose of this TMD is to set out how Hollard does this. This TMD describes the circumstances in which Hollard believes the Product is likely to be suitable.

A product is suitable for customers if it would be reasonable for Hollard to conclude that the Product is likely to meet the likely objectives, financial situation and needs of those customers. Customers who fit those circumstances are collectively called Hollard's target market.



It is important to note that this TMD does not take anyone's personal circumstances into account. Even if a customer fits the description of Hollard's target market, and the Product is offered, that does not necessarily mean that the Product is appropriate for the customer's personal circumstances. No one knows a customer's situation better than the customers themselves, so before making any decisions about the Product, the customer should read the **Product Disclosure Statement (PDS)** to understand the Product and decide if the Product is right for them. The PDS provides complete information about the insurance, including coverage, exclusions, excesses, limitations, terms and the customer's rights and obligations.

This TMD does not include all the factors that Hollard considers when deciding whether to issue a policy. For example, Hollard has a set of underwriting criteria that is used to assess whether a risk is of a type or level that Hollard wishes to insure. These factors may change over time or in different circumstances. These factors are applied when deciding whether to offer, issue, renew or agree to vary a policy.

What insurance does the Product provide?

The Product is designed to provide value and fulfill a well-founded need for insurance cover for a car the customer owns which is mainly used for private purposes.

The Product offers three levels of cover to choose from:

- Comprehensive (including **Drive Less Pay Less**);
- Third Party Property, Fire & Theft (**TPFT**); and
- Third Party Property Damage (**TPPD**).

What are the Objectives and Needs of the target market?

The table below provides a broad overview of the Product cover and matches the Product Attributes to the Objectives and Needs of the target market for this Product. Hollard has assessed that the Product including its key Product Attributes are likely to be consistent with the Objectives and Needs of the target market.

Objectives and Needs	Product Attributes
<p>Require Comprehensive cover against accidental loss of or damage to a car the customer owns and for loss or damage to other people's property in Australia as defined within the PDS</p>	<p>The Comprehensive level of cover provides insurance for the following events:</p> <ul style="list-style-type: none"> • Accidents; • Collisions; • Natural events; • Fire; • Theft or attempted theft; • Malicious damage; and • damage to other people's property (legal liability, see below).
<p>Require TPFT cover against loss of or damage caused by fire, theft, or attempted theft to a car the customer owns and for loss or damage to other people's property in Australia as defined within the PDS</p>	<p>The TPFT level of cover provides insurance for:</p> <ul style="list-style-type: none"> • loss or damage caused by fire, theft or attempted theft up to the lesser of \$10,000 or the market value of the insured car; and • damage to other people's property (legal liability, see below).
<p>Require TPPD cover against loss or damage to other people's property in Australia as defined within the PDS</p>	<p>The TPPD level of cover provides insurance for:</p> <ul style="list-style-type: none"> • damage to other people's property (legal liability, see below).
<p>Requiring cover for legal liability to pay for compensation for damage to other people's property</p>	<p>Provides cover up to \$20 million for damage caused by an at fault accident or arising out of the use of the insured car or the customer's trailer or caravan attached to the car at the time of the accident. Cover extends to any person driving, using or in charge of the insured car with the policyholder(s) permission, or any passenger getting into or out of the car. This cover includes legal costs and expenses reasonably incurred in relation to a demand to pay compensation which would be covered under this legal liability cover.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim</p>	<p>Additional benefits covered under all cover types:</p> <p>Substitute car- legal liability cover: Cover for legal liability if the insured car cannot be driven due to a valid claim and the policyholder is involved in an accident while using an uninsured registered substitute car.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim</p>	<p>Additional benefits covered under Comprehensive cover only:</p> <p>New for old car replacement 24 months: Cover for the replacement of a car following a total loss within the first 24 months of the starting date of its original registration, and the customer was the first registered owner, or the car was a dealer demonstrator model when the customer bought it.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim (unless otherwise stated)</p>	<p>Additional benefits covered under Comprehensive cover and TPFT only:</p> <p>Hire car after theft-up to \$50 per day for up to 14 days: Cover for a hire car if the claim is made as a result of theft.</p> <p>Trailer and caravan cover up to \$1,000: Cover for any accidental loss or damage to a trailer or caravan while it is attached to the car.</p> <p>Essential repairs- up to \$500: Cover for essential repairs to restore the car to a roadworthy and safe condition to drive to the intended destination.</p>

	<p>Transit cover: Cover for loss or damage to the car whilst it is being transported between any places in Australia.</p> <p>Personal property- up to \$500: Cover for accidental loss, theft or damage to personal items designed to be worn or carried that are in the car at the time of an event.</p> <p>Child safety seats and prams- up to \$500: Cover for the cost of replacing child seats, baby capsules and prams that were in the car and were damaged or stolen.</p> <p>Emergency travel and accommodation- up to \$500: Cover when the car cannot be driven and is more than 200 kilometers from home.</p> <p>Locks and keys- up to \$1,000: Cover to replace or recode the car locks and keys if the car keys are stolen. The basic excess will apply. This benefit does not require a claim.</p> <p>Towing costs- reasonable costs: Cover for towing a damaged car to the nearest safe and secure place and to an approved repairer.</p>
Require access to the following additional benefits if the car suffers loss or damage due to one of the events covered by the Product subject to Hollard agreeing to pay a claim	<p>Additional benefits covered under TPFT and TPPD only:</p> <p>Uninsured motorist extension benefits up to \$3,000: Cover when the insured car has been damaged in a collision caused by another person who is uninsured for the lesser of up to \$3,000 or the market value of the car.</p>
Require access to additional insurance Optional extras for an additional premium	<p>Option to add one or more of the following optional extras (not applicable to TPPD).</p> <p>Hire car cover: Cover towards the cost of hiring a substitute car for use, while the Car is being repaired or replaced if your claim is payable. The cover pays up to \$50 a day for up to the maximum period specified in the Certificate of Insurance.</p> <p>Excess free windscreen cover: An excess will not be applied to the replacement or repair of the front windscreen if it is accidentally broken or damaged. The customer can only make one excess free claim per period of insurance.</p>
Require the ability to reduce premium by excluding young drivers	Option to add an age restriction for a reduced premium. No coverage for any loss, damage or liability whilst the car is being driven by a person who is under 25 years of age.
Require the ability to pay premium by instalments	Option to pay premiums on a monthly or annual basis.
Require the ability to select amount of excess payable in the event of a claim	<p>Option to select from a range of basic excess options in exchange for a higher or lower premium, (subject to Hollard’s underwriting criteria).</p> <p>Total excess payable may vary based on factors including:</p> <ul style="list-style-type: none"> • basic excess selected; • age; • claims history; • driving experience; • type of car; • Outside of odometer excess (Drive Less Pay Less only); • type of claim; and/or • whether the driver is declared on the policy.

What is the target market for the Product?

The overall target market for the Product is customers who require insurance and/or legal liability cover for a car they own, meaning a car they:

- drive; and/or
- are financially responsible for.

In addition, each cover and option has its own target market.

Some factors that may place customers outside of the target market:

The following types of customers will fall outside the target market for this Product if the insured's car:

- is only used for business purposes;
- is used to earn income through delivering goods and/or carrying passengers;
- is driven by people who fall under any age restriction shown on the Certificate of Insurance;
- requires insurance outside of Australia; and/or
- is not kept in good repair.

What is the target market for each level of cover for the Product?

Comprehensive

Comprehensive cover is designed to cover accidental loss or damage to the insured car regardless of who is at fault, and/or accidental loss or damage caused by the insured car to other people's property if the driver of the insured car is at fault.

An insured who had chosen TPFT or TPPD instead of Comprehensive cover would have no cover for the insured car in the event of an accident where the insured is at fault. In purchasing Comprehensive cover, an insured in such an accident would only have to pay the excess on the claim – they would be better off by an amount equal to the value of the car.

For customers who have a loan or finance attached to the insured car:

- loan or finance terms often require Comprehensive insurance cover for the insured car; and/or
- without Comprehensive cover for the car if the car is damaged or written off in a claimed event, the car owner may suffer a partial or total loss of the car, which they would have to pay for and may also be required to pay off the balance of the loan or finance (sometimes immediately and in full).

The target market for Comprehensive cover is customers:

- requiring insurance for the events listed above on page 1 for a car they own; and who
- want insurance to cover liability for loss or damage to other people's cars or property when the driver of their car is at fault.

Third Party Property, Fire & Theft (TPFT)

TPFT provides cover for damage caused to the insured car from fire (including bushfire), theft or attempted theft, relevant additional benefits and (if selected) Optional extras up to the market value of the car or \$10,000 (whichever is lesser). It will not cover any other damage to the insured car.

TPFT will also cover repairs or payment to the owner of another person (a third party)'s car or property that is involved in an accident caused by a driver of the insured car.

The target market for TPFT is customers who:

- require cover for loss or damage to the insured car caused by fire (including bushfire), theft or attempted theft and have a car that is valued at or under \$10,000 at the time of purchasing or renewing the policy;
- want insurance to cover their liability for any loss or damage to other people's cars or property when the driver of their car is at fault;
- do not want, may not get value from, or are ineligible for, Comprehensive cover (for example, due to the age or value of the car or the additional premium); and/or
- do not have a loan or other form of finance over the insured car.

Third Party Property Damage (TPPD)

TPPD will cover repairs or payment to the owner of another person (a third party)'s car or property that is involved in an accident caused by a driver of the insured car. It does not cover repair or damage to the insured car except under Uninsured motorist extension benefits up to \$3,000.

The target market for TPPD is customers who:

- want insurance to cover their liability for any loss or damage to other people's cars or property when the driver of their car is at fault;
- do not want, may not get value from, or are ineligible for, Comprehensive cover and TPFT (for example, due to the age or value of the car or the additional premium); and/or
- do not have a loan or other form of finance over the insured car.

What is the target market for the relevant cover options?

Age restriction

For Comprehensive, TPFT and TPPD cover, a customer can choose to exclude cover where the driver is under 25 years old. This will generally reduce the cost of the Product.

The target market for the driver age exclusion option is customers who expect that the car will not be driven by someone who is under 25.

Drive Less Pay Less

Drive Less Pay Less is an option designed to provide Comprehensive cover at a lower premium for cars that are expected to be driven no more than 15,000 kms per year.

The target market for Drive Less Pay Less is customers in the target market for Comprehensive cover who expect to drive no more than 15,000 kms per year.

Hire car cover

Hire car cover is an optional cover available for an additional premium with Comprehensive or TPFT cover.

Hire car cover is an optional extra which helps pay for a hire car after other claimed events such as fire and extends the hire car period covered for theft. It contributes to the cost of hiring a substitute car for use while the insured car is being repaired or replaced after a claimed event. The cover pays up to \$50 a day for up to the maximum period specified in the Certificate of Insurance.

The target market for the optional Hire car cover is customers who are in the target market for Comprehensive or TPFT cover and who are likely to want a hire car if they have a claim for damage or wish to extend the additional benefit Hire car after theft.

Excess free windscreen cover

Excess free windscreen cover is an optional cover available for an additional premium with Comprehensive and TPFT cover.

If the front windscreen is damaged and it is the only damage claimed, there is no excess applicable when claiming that damage to the first front windscreen claim made in any one period of insurance. One excess-free claim is permitted per period of insurance.

The target market for Excess-free windscreen cover is customers who are in the target market for Comprehensive cover and want the added peace of mind in relation to their excess in case their windscreen is damaged.

Eligibility criteria for the Product

To purchase the Product, customers will need to satisfy certain eligibility criteria, including that customers must:

- have an address in Australia where the car is ordinarily parked overnight;
- for TPFT, have a car that is valued at or under \$10,000 at time of purchasing or renewing the policy;
- meet Hollard's underwriting guidelines, which outline specific policy acceptance criteria. Some factors which may mean a customer or their car does not meet Hollard's underwriting guidelines will be reviewed at the time of application or renewal, and may include the customer's:
 - modifications and accessories;
 - type of car (due to age, make, model and condition);
 - driving history (such as loss of license or history of accidents);
 - criminal history (such as fraud or dishonesty);
 - claims history (claims made prior to and during the period of insurance); and
 - insurance history (such as previous history of declined insurance).

If a customer does not satisfy the eligibility criteria, then they are outside of the target market.

Financial Situation

The target market for the Product is intended for customers who have all of the following financial criteria:

- want cover against unexpected financial costs that occur as a result of loss or damage from a claimable event to a car they own and/or to another person's car;
- (for TPPD) have considered the potential financial loss of the car;
- (for TPFT) have considered the potential financial loss to them if the car increases in market value to be more than the fixed maximum limit of \$10,000;
- have considered the potential financial loss outside of the fixed limits and maximum claim limits provided by the Product, and for any damage that may be excluded from cover;
- understand that the finalisation of claims payments are not immediate; and
- have the ability to pay (having regard to personal circumstances and vulnerability or hardship considerations):
 - the applicable excess at the time of a claim;
 - premiums in accordance with the chosen premium structure, fees and government charges; and
 - for emergency accommodation costs, essential repairs, hire car or transportation costs upfront if this is required.

If a customer does not meet the financial criteria, they are outside the target market. Hollard considers that the processes it has in place before the Product is purchased and at renewal means that the Product will likely be consistent with the financial situation of the target market providing a valuable product to the customer.

Distribution Conditions

Hollard has a range of supervision and monitoring procedures (and where necessary, appropriate remediation action is taken) for Hollard staff and contractual arrangements with our Authorised Representatives, including Woolworths Group Limited (Everyday Insurance from Woolworths (“EDI”)) to help ensure that customers purchasing and renewing the Product are only offered Products if they are likely to be in the target market for the relevant levels of cover and options.

New policies

The Product is sold by Hollard and our Authorised Representatives, including EDI call centres, and via an online quote-line.

Before purchasing the Product, a series of questions will be asked to help decide:

- if the customer is in the target market for the Product and the relevant levels of cover and options;
- if the customer meets Hollard’s underwriting guidelines; and
- what premium should be charged.

Renewals

Before a policy expires, Hollard will consider:

- the information previously provided;
- how long it has been since that information was provided or updated;
- likely changes in the market value of the Car; and
- other potential changes.

Based on this information, Hollard will consider whether it is likely that the customer is in the target market for the current level of cover, whether renewal will be offered, and if so whether an offer to renew at the same level of cover or a different level of cover is made. In making this determination, regard will be given to the likely impact on customers of offering cover to customers who are not in the target market and of other various alternatives.

Hollard and/or our Authorised Representatives, including EDI will then contact the customer to confirm the information held that is relevant to assessing whether they are in the target market, offer to renew the policy (or notify that renewal will not be offered) and ask to contact Hollard and/or our Authorised Representatives, including EDI if there are any changes or questions. If Hollard determines that the customer is not likely to be in the target market for the current level of cover, or if Hollard offers a different level of cover on renewal, or if Hollard declines to renew, this will be explained clearly and prominently.

If, having been sent the renewal communication, the customer contacts Hollard and/or our Authorised Representatives, including EDI with any changes or instructions, accepts the renewal offer and/or allows a renewal to proceed on the terms offered, this will be taken into account in determining whether the customer is likely to be in the target market.

TMD Reviews

Hollard will review this TMD within 24 months of the effective date or if there is a change in distribution conditions; or immediately following a significant dealing; or when a review trigger occurs to make sure it remains appropriate.

Effective date: 27 May 2026

Next review date: 27 May 2028

Additional reviews may be triggered if Hollard determines that there has been an event or circumstance that reasonably suggests that this TMD needs to change. This would be the case if it is no longer reasonable to conclude that:

- if the Product is issued to a customer in accordance with the distribution conditions, it would be likely that the customer is in the target market; or
- the Product is likely to be suitable for customers in the target market.

Review Triggers

If any of the below review triggers occur, or if an event or circumstance has occurred that would reasonably suggest that the TMD may no longer be appropriate, Hollard will undertake a review of this TMD:

Information Type	Description
Claims data	Increased or decreased numbers of declined claims and claims frequency that fall outside an established range.
Cancellations	Increased or decreased numbers of policy lapses and cancellations that fall outside an established range.
Complaints	A rise in the number of complaints outside an established range, related to customers who acquired the product. For example: <ul style="list-style-type: none"> • distribution (e.g. misrepresentation or mis-selling from staff); • product suitability (e.g. sale of a car insurance policy to a customer who requires coverage for a commercial delivery vehicle); and • product attributes (e.g. claims for events, additional benefits or optional extras).
Incident data	A material incident or increased number of incidents in relation to the product's design or distribution that identify potential breaches of EDI or Hollard's legal or regulatory obligations.
Changes to the product	The material alteration of the product or product terms and conditions (e.g. adding, removing or changing a key product attribute; significant change to distribution channel and distribution strategy).
Significant dealings	Any significant dealing of the product to customers who are outside of the target market.
Notification from ASIC	The receipt of a product intervention power order from ASIC requiring EDI or Hollard to immediately cease retail product distribution conduct in respect of the product.
Other events, notifications or circumstances	Any other event or circumstance that EDI or Hollard views would materially change a factor considered in making the TMD.

Review Trigger Information Reporting Requirements

The following information must be provided to Hollard by all third parties responsible for the retail product distribution conduct of this product in accordance with this TMD, within the required time frames:

Information Type	Description	Time Frame for Reporting
Distribution conditions	The Product is issued in breach of the distribution conditions, or to a customer outside of the target market.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.
Product complaints data	Information relating to complaints received including number of complaints, third party distributor identifier information, product name, the substance of the complaint and general feedback on the product and its performance.	On a monthly basis.
Significant dealings	Any significant dealing of the product to customers who are outside of the target market.	As soon as practical, and in any case, no later than 10 business days after becoming aware.
Incident	Any incident relating to the Product or its distribution.	As soon as practicable after becoming aware of the matter, and no later than 10 business days.