



Target Market Determination (TMD) Everyday Home Insurance



This document is the Target Market Determination (TMD) for Everyday Home 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 building and/or contents insurance for the building and contents owned by the customer, where they live within Australia.

The Product offers two types of cover (building and contents) and two levels of cover (Standard and Comprehensive) to choose from.

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
Require insurance for loss or damage to building and/or contents as defined within the PDS	<p>The Insured events covered by the Product are:</p> <ul style="list-style-type: none"> • Accidental damage (Comprehensive cover only); • Fire and explosion; • Malicious damage; • Theft; • Storm, rainwater and flood; • Accidental glass breakage; • Lightning;

	<ul style="list-style-type: none"> • Earthquake, tsunami and volcanic eruption; • Riot, civil commotion or industrial unrest; • Impact; and • Escape of liquid.
<p>Requiring cover for legal liability to pay for compensation for death or bodily injury to another person or loss or damage to another person's property</p>	<p>Provides cover (subject to exclusions) up to \$20 million in total as a result of an accident caused by the policyholder(s) negligence. If the building is insured, cover is provided for legal liability which arises from the customers occupancy and/or ownership of the home and its land and occurs within the building or the site on which it stands. If the contents are insured, cover is provided for legal liability that occurs anywhere within Australia.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim</p>	<p>Additional benefits if the building and/or contents are insured</p> <p>Emergency storage of contents: Cover for the reasonable costs of moving and storing contents while the building is being repaired or rebuilt.</p> <p>Removal of debris and fees: Cover for the reasonable and necessary costs of demolishing and removing any building debris and any architectural or council fees when the building is insured. When contents are insured, cover for the reasonable and necessary costs of removing any contents debris. For Standard cover the limit is \$10,000, for Comprehensive cover the limit is \$15,000.</p> <p>Replacement of locks: Cover for the key(s) to an external door during a theft claim if they are stolen. For Standard cover the limit is \$500, for Comprehensive cover the limit is \$1,000.</p> <p>Funeral expenses: Cover for funeral expenses of any person who dies while they were living at the home provided the death occurred accidentally as a result of a covered claim for loss or damage at the site. For Standard cover the limit is \$5,000, for Comprehensive cover the limit is \$10,000.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim</p>	<p>Additional benefits if the building is insured</p> <p>Emergency accommodation: Cover for the reasonable costs for temporary accommodation for the customer and any family members living at the home if it cannot be safely resided in for the time it will take to repair or rebuild the building to a liveable condition. For Standard and Comprehensive cover, the limit is the lesser of 12 months' rent, or 10% of the building sum insured.</p> <p>Temporary accommodation for dogs and/or cats: Cover for the temporary accommodation for dog(s) and/or cat(s) actually incurred for the benefit 'Emergency accommodation'. For Standard cover the limit is \$500, for Comprehensive cover the limit is \$1,000.</p> <p>Damage to trees, plants or shrubs: Cover to replace any trees, plants or shrubs planted in the ground or in pots as well as artificial grass, which are stolen, burnt, damaged by a vehicle or maliciously damaged. For Standard cover the limit is \$750, for Comprehensive cover the limit is \$1,500.</p> <p>Discharge of mortgage costs: Cover for the customer's legal costs to discharge their mortgage if the claim is a total loss. For Standard cover the limit is \$1,000, for Comprehensive cover the limit is \$2,000.</p>
<p>Require access to the following additional benefits subject to Hollard agreeing to pay a claim</p>	<p>Additional benefits if contents are insured</p> <p>Contents temporarily removed from the home: Cover for loss or damage caused by theft, storm, flood, rainwater or impact while they are temporarily removed from the customer's home or another building within Australia. For Standard and Comprehensive cover, the limit is up to 20% of the contents sum insured.</p>

	<p>Guests' contents: Cover for repairing or replacing contents belonging to guests that have been damaged or stolen as a result of a covered claim for the customers contents. For Standard cover the limit is \$500, for Comprehensive cover the limit is \$1,000.</p> <p>Document replacement: Cover for the actual replacement costs for personal documents such as passports and birth certificates. For Standard cover the limit is \$500, for Comprehensive cover the limit is \$1,000.</p> <p>Contents while in transit: Cover for contents while they are being moved to a new address in Australia for loss or damage caused by fire or collision or overturning of the vehicle carrying them. This is only available for Comprehensive cover with a limit of 20% of the contents sum insured.</p> <p>Contents in the new and old home: Cover for the contents in the home at both the new and old address for up to 14 days from the day the customer starts moving. For Standard and Comprehensive cover, the limit is the contents sum insured.</p> <p>Contents in the home office: Cover for contents in the home office such as office furniture (e.g. desk and filing cabinets) and computers. For Standard cover the limit is \$5,000, for Comprehensive cover the limit is \$10,000.</p> <p>Tools of trade: Cover for tools of trade used in the current business or occupation of the customer while kept inside the home. For Standard cover the limit is \$1,000, for Comprehensive cover the limit is \$2,000.</p> <p>Outdoor' contents at the home: Cover to repair or replace any items (with exceptions) left outside such as garden furniture and BBQs. For Standard cover the limit is \$1,000 per item with a maximum limit of \$4,000. For Comprehensive cover the limit is \$2,000 per item with a maximum limit of \$8,000.</p> <p>Cover for strata title property owners: when the customer is the owner and occupier of the strata title property. Cover for fixtures that are owned by the insured and are not insurable by the body corporate up to the contents sum insured. For Standard cover up to \$500 for the replacement of locks and up to 10% of contents sum insured for emergency accommodation. For Comprehensive cover the limit is \$1,000 for the replacement of locks and up to 10% of contents sum insured for emergency accommodation.</p> <p>Food spoilage: Cover for loss or spoilage to frozen or refrigerated food caused by an unforeseeable failure of the public electricity supply to the home. For Standard cover the limit is \$500, for Comprehensive the limit is \$1,000.</p>
<p>Require access to the following additional insurance options for building and contents cover for an additional premium</p>	<p>Option to add one or more of the following Optional benefits.</p> <p>Optional benefit when building and/or contents are insured</p> <p>Electrical motor burnout: Cover for the fusion or burning out of the actual wiring of a domestic motor by an electrical current and pays the cost of repairing any replacing any motor which forms part of the insureds building and/or contents. When contents are insured, it also covers for the loss or spoilage of refrigerated food caused by the burnout of a freezer or refrigerator. For Standard cover the limit is \$1,000 for the motor and \$500 for the loss or spoilage of food. For Comprehensive cover the limit is \$2,000 for the motor and \$1,000 for loss or spoilage of food.</p> <p>Optional benefit when contents are insured</p> <p>Portable valuables (Group and Itemised cover): Cover for accidental loss or damage to eligible portable valuable items anywhere in Australia for a nominated claim limit.</p>
<p>Require the ability to pay premium by instalments</p>	<p>Option to pay premiums on a monthly or annual basis.</p>

<p>Require the ability to select amount of excess payable in the event of a claim</p>	<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; • type of claim; and/or • claims history.
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What is the target market for the Product?

The overall target market for the Product is customers requiring insurance for their building and/or contents. In addition, each cover and option has its own target market.

The target market for building cover is customers who:

- own and occupy a home used primarily for domestic purposes (other than a building owned under a strata title with more than two units, community or company title);
- have estimated the cost of replacement of the home buildings, fixtures and completed domestic structural improvements; and
- are comfortable that the Product appropriately balances or satisfies their need for affordable cover and want cover that is likely to help reduce their net financial loss in the event of a claim to a level they consider they would be able to manage.

The target market for Comprehensive cover is customers who want cover for accidental damage and access to higher limits for some additional benefits that come with Comprehensive cover, as described in the PDS.

The target market for Standard cover is customers who do not want cover for accidental damage and the higher limits of some additional benefits that come with Comprehensive cover.

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

- if the customer does not own the building as an owner occupier;
- if the customer uses the building primarily for business;
- if the building is under construction or major renovation;
- the building is not kept in good repair; and/or
- the building is likely to be unoccupied for more than 60 days.

The target market for contents only cover is customers who:

- own contents in their home (which could include a person who:
 - owns their home;
 - occupies their home as a tenant; or
 - owns their home under strata title, community title or company title);
- have estimated the cost of replacement of those contents; and
- are comfortable that the Product appropriately balances or satisfies their need for affordable cover and cover that is likely to help reduce their net financial loss in the event of a claim to a level they consider they would be able to manage.

The target market for Comprehensive cover is customers who want cover for higher limits of some additional benefits that come with Comprehensive cover, as described in the PDS.

The target market for Standard cover is customers who do not want cover for accidental damage and the higher limits of some additional benefits that come with Comprehensive cover.

Some factors that may place customers outside of the target market for contents only cover:

- if the customer is under 18 years of age;
- if the building is sublet; and/or
- if the building is occupied by more than 3 unrelated people.

What is the target market for the relevant cover options?

Portable Valuables

The target market for Portable Valuables cover is customers in the target market for contents cover who own eligible contents items limited to the amount specified for that item in the Certificate of Insurance, where those contents may be taken out of their home to other parts of Australia.

Electrical motor burnout

The target market for Electrical motor burnout cover is customers whose building or contents includes an electrical motor.

Eligibility criteria for the Product

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

- (for building cover) own a building used primarily for domestic purposes in Australia;
- (for contents cover) own or are legally responsible for household goods or personal belongings usually kept in the home;
- meet Hollard's underwriting guidelines, which outline specific policy acceptance criteria. Some factors that increase the risk and may be unacceptable will be reviewed at the time of application or renewal, and may include the customer's:
 - requested sum insured;
 - 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 insurance refused).

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 of or damage from a claimable event to their residential home and/or contents at the insured address;
- (for building cover) own a residential property in Australia that they live in;
- (for contents cover) want cover for contents contained in a domestic home they live in;
- have considered the potential 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 work or temporary repairs upfront if required to mitigate loss.

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 or 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; 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 contents insurance policy to a customer who requires commercial insurance); and • product attributes (e.g. claims for Insured Events, additional benefits or optional benefits).
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.