

integrity.

Integrity's

Here for  
**you.**



Target Market Determination (TMD)

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## Distribution of this product

This is an intermediated product which must be sold to consumers (either the Policy Owner or the Life Insured) by Australian Financial Services Licensees and their Representatives (the Distributors), either via personal advice or general advice.

- Consumers that obtain personal advice are likely to be in the target market for this product because the Distributor has a duty to act in their best interests when providing personal advice by considering the consumer's personal circumstances, needs and objectives.
- Consumers that obtain general advice are more likely to be in the target market provided they have been given a general advice warning, satisfy the eligibility requirements in the TMD, provided a PDS and have been assisted through Integrity's online application process. Distributors who distribute via general advice must keep accurate and complete records of the steps they have taken to ensure distribution is in accordance with this TMD.

This Target Market Determination (TMD) is for Integrity's Here for You Policy and covers Income Insurance Cover, Life Cover, TPD Cover and Critical Illness Cover. It sets out the target market, triggers to review the target market and certain other information. It forms part of the design and distribution framework for this product.

This document is **not** a Product Disclosure Statement (PDS) and is **not** a summary of the product features or terms of Integrity's Here for You Policy. This document does not take into account any person's individual objectives, financial situation or needs. Persons interested in acquiring this product should carefully read the PDS for Integrity's Here for You before making a decision whether to apply for this product. Some capitalised words in this TMD have a particular meaning and are defined in the PDS.

This Target Market Determination (TMD) is issued by Integrity Life Australia Limited (ABN 83 089 981 073, AFSL 245492) (Integrity Life).



## Reviewing this TMD

This TMD will be reviewed at least every 3 years. The first review will be completed by 1 September 2024. This TMD may be reviewed more frequently if a Review Trigger occurs.

Review Triggers include:

- The commencement of a significant change in law that materially affects the product design or distribution of the product or class of products that includes this product.
- If we make a material change to the Cover, product features or the distribution of the product.
- A change in our acceptance criteria that impacts the product target market.
- Consumer complaints which indicate that the product is no longer suitable for the target market.
- Material and relevant changes in our:
  - claims ratios;
  - number or rate of paid, denied and withdrawn claims;
  - number of policies sold;
  - Policy lapse or cancellation rates; or
  - percentage of applications not accepted.
- The use of Product Intervention Powers in relation to the distribution or design of this product that reasonably suggests that this TMD is no longer appropriate.
- A significant dealing in the product outside the target market has occurred.

Reviews arising due to a Review Trigger will be completed within 10 business days of the Review Trigger being identified. Integrity Life will notify Distributors that a review is underway and to cease distribution of this product until the review has been completed.

## Reporting and monitoring

In order for us to monitor these Review Triggers, Distributors are required to provide us with the following information:

- All complaints involving this product, submitted half yearly. Complaints are to be submitted within 10 business days of the end of the calendar half year.
- Any Significant Dealing in this product (that is not consistent with this TMD) within 10 business days of becoming aware of the dealing.

## Shared product features and attributes.

Integrity's Here for You Policy and its individual Covers have a number of key attributes. It is important for consumers within the target market to understand the key attributes of Integrity's Here for You Policy and how these key attributes will meet their likely objectives, financial situation and needs.

The following key attributes are shared across the product:

- Eligibility criteria – certain consumers may be ineligible for Cover if they do not meet the eligibility criteria for this product. The eligibility criteria could include:
  - Age;
  - Employment status;
  - Occupation;
  - Health status; and
  - Residency status of the life to be insured.
- The underwriting process may impact the price of the product, the Cover Amount and the terms and conditions of the policy.
- The payment of premiums – if premiums are not paid when due, the policy may lapse in which case the Life Insured would no longer be covered and cannot make a claim.
- The Policy will continue each year provided premiums are paid without the Life Insured needing to provide health or financial information.

- Premium payment frequency and method:
  - ability to pay premiums on a monthly or annual basis via direct debit or credit card for personal/business owned policies.
  - ability to pay premiums on a monthly or annual basis via direct debit for SMSF owned policies.\*
  - ability to pay premiums on a monthly or annual basis via personal contributions or annual rollover for policies held through Integrity's Here for You Super Plan.\*
- Ownership – ability to select Policy Ownership, such as:
  - Personal;
  - Super\*;
  - SMSF\*;
  - Business.
- Stepped and Level premiums.
- 24 hour Worldwide protection.
- Interim Accident Cover.
- Easy Increases for Life Events.
- Guaranteed Upgrade.
- Professional Services benefit.
- Premium Freeze.
- Suspended Cover.
- Involuntary unemployment and parental leave waiver.

\*not applicable to Critical Illness.

The key attributes specific to each Cover are set out in the relevant sections.



# Income Insurance Cover.



Integrity's Here for You Income Insurance replaces a portion of Pre-Disability Income, in accordance with the terms and conditions outlined in the Product Disclosure Statement (PDS).

## Target market

The target market for this Cover are consumers (either the Policy Owner or the Life Insured) who:

- are earning an income;
- have personal savings;
- have superannuation; or
- otherwise have financial capacity (e.g. family or other relationships),

to pay premiums (which may vary from time to time) in accordance with the chosen premium structure to retain the product for the period of time it is intended to be held.

Eligibility criteria:

- aged between 18-59, depending on the Payment Period and premium type selected;
- Employed;
- Australian Resident; and
- meets relevant underwriting criteria in respect to smoking, Body Mass Index (BMI) and other lifestyle/medical factors.

This product would not be appropriate for consumers who do not satisfy our underwriting requirements.

## Needs and objectives of the target market

The objective of consumers in the target market is to reduce their exposure to the following situation:

- The consumer (has or envisages that in the future they will or may have) a need to replace their income in the event that they are unable to earn their income (or are only able to earn a lower income) due to an event which causes them to be unable to earn their Pre-Disability Income, whether due to sickness, illness or accident.

## Appropriateness for the target market

Broadly, the target market is consumers who have or expect to have outstanding financial commitments that will not be met in the event they suffer a sickness or injury which prevents them from earning income and who have capacity to pay premiums on an ongoing basis. As the product pays a regular income benefit it is likely to meet the needs, or go towards meeting the needs, of consumers in the target market.

## Income Insurance Cover features and attributes

### Built-in benefits:

- Total Disability benefit.
- Partial Disability benefit.
- Rehabilitation & Retraining benefit.
- Relapse of Total Disability or Partial Disability.
- Waiver of premium while on claim.
- Cover continues every year to Cover expiry (Age 65).
- Continuation Option.
- Interim Accident Cover.
- Premium Relief.
- Worldwide Cover.

### Customisable benefits:

- Minimum Cover Amount of \$1,500 a month to a maximum of \$30,000 a month.
- The maximum Cover Amount is determined by the Income Replacement Ratio selected:
  - 70% IRR: Max Cover Amount = \$30,000 per month.
  - 60% IRR: Max Cover Amount = \$25,250 per month.
  - 50% IRR: Max Cover Amount = \$17,500 per month.
- Pre-Disability Income Waiting Periods:
  - 30, 60, 90 or 180 days; or
  - 1 year or 2 years.
- Payment Periods:
  - 2 years or 5 years.
  - To Age 65.

### Optional extras:

- Total Disability Top Up.
- Claims Benefit Indexation.
- Split ownership between superannuation and personally owned policies.
- Superannuation Contribution Cover.

### Exclusions:

An Income Insurance Cover claim will not be paid if:

- an intentional self-inflicted injury or attempted suicide;
- a normal or uncomplicated pregnancy or childbirth;
- war or an act of war;
- participation in criminal activity or resulting from incarceration;
- something that we have specifically excluded; or
- the conduct of the Life Insured, which has resulted in them being unable to perform the duties of their usual Occupation as a result of them being temporarily or permanently disqualified or deregistered, or a restriction being placed on them.



# Life Cover.



Integrity's Here for You Life Cover provides a lump sum payment in the event that the Life Insured dies; or is diagnosed with Terminal Illness in accordance with the terms and conditions outlined in the Product Disclosure Statement (PDS).

## Target market

This Cover is suitable for consumers who:

- are earning an income;
- have personal savings;
- have superannuation; or
- otherwise have financial capacity (e.g. family or other relationships),

to pay premiums (which may vary from time to time) in accordance with the chosen premium structure to retain the product for the period of time it is intended to be held.

Eligibility criteria:

- aged between:
  - 18-59 (level); or
  - 18-75 (stepped);
- Australian Resident; and
- meets relevant underwriting criteria in respect of smoking, Body Mass Index (BMI) and other lifestyle/medical factors.

This product would not be appropriate for consumers who do not satisfy our underwriting requirements.

## Needs and objectives of the target market

The objective of consumers in the target market is to reduce their exposure to the following financial situations:

- The consumer 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 death. These financial or financial-in-kind commitments include but are not limited to mortgage and other debt servicing costs, final expenses, and income replacement; and/or
- The consumer 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 in the event of their Terminal Illness (where applicable under the product terms). These financial or financial-in-kind commitments include, but are not limited to medical costs, transportation, accommodation costs, and personal and palliative care; and/or
- The consumer has (or envisages that in the future they will or may have) financial commitments, where the fulfilment of those commitments ensures that their business continues with less financial disruption upon the loss of a key person, or to ensure business succession in the event that a business owner leaves the business due to death or if applicable Terminal Illness.

## Appropriateness for the target market

Broadly, the target market is consumers who have or expect to have outstanding financial commitments that will not be met in the event of their death or Terminal Illness diagnosis and who have capacity to pay premiums on an ongoing basis. As the product pays a lump sum on death or Terminal Illness diagnosis it is likely to meet the needs, or go towards meeting the needs, of consumers in the target market.

## Life Cover features and attributes

### Built-in Benefits:

- Lump Sum benefit in the event of death or Terminal Illness.
- Advance payments of \$25,000 for funeral costs or other end of life expenses.
- Continuation Option.
- Care Support Package.
- Annual Cover Indexation in line with CPI rate.
- Easy increases for Life Events and Business Events.

### Customisable benefits:

- Minimum Cover Amount: \$50,000.
- Maximum Cover Amount: no maximum.

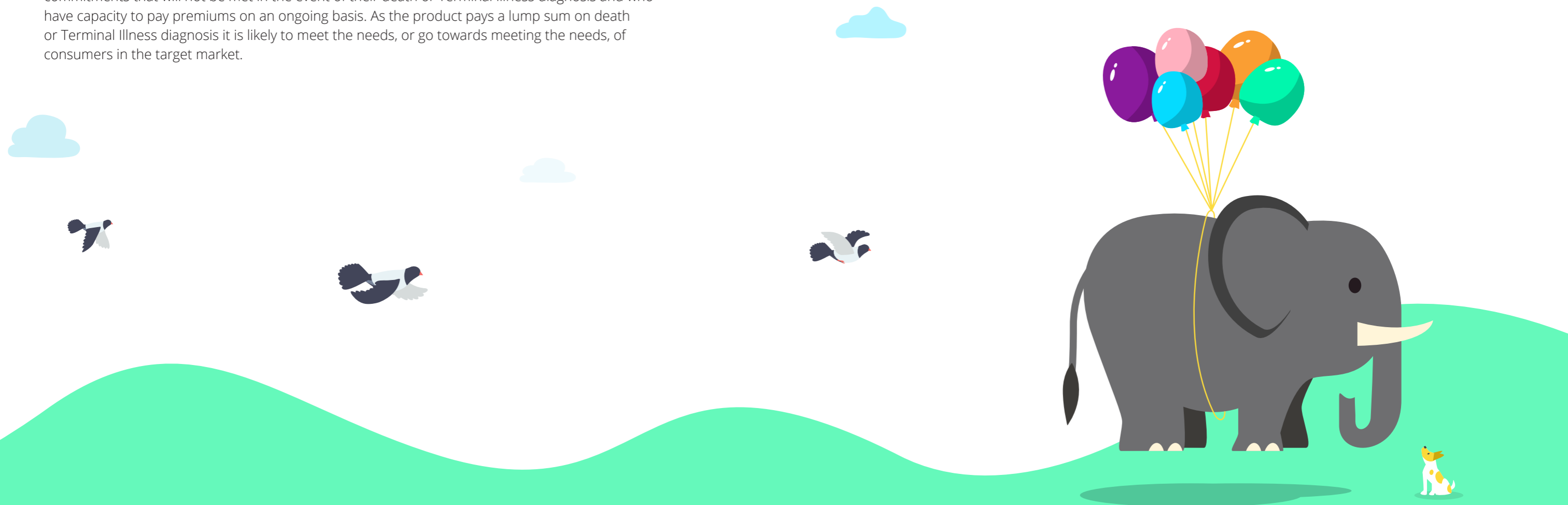
### Optional extras:

- Premium Waiver.
- Life Cover Reset.
- Add TPD and/or Critical Illness as combined Cover/s.

### Exclusions:

We will not pay a Life Cover claim if the Life Insured's death is caused was either caused, or contributed to, by:

- suicide within the first 13 months of the date that the Life Cover starts or is increased (in respect of the increase); or
- something that we have specifically excluded.



# Critical Illness Cover.



Integrity's Here for You Critical Illness Cover provides a lump sum payment in the event the Life Insured suffers a specified Medical Condition, in accordance with the terms and conditions outlined in the Product Disclosure Statement (PDS).

## Target market

This Cover is suitable for consumers who:

- are earning an income;
- have personal savings;
- have superannuation; or
- otherwise have financial capacity (e.g. family or other relationships),

to pay premiums (which may vary from time to time) in accordance with the chosen premium structure to retain the product for the period of time it is intended to be held.

Eligibility criteria:

- aged between 18-59;
- Australian Resident; and
- meets relevant underwriting criteria in respect of smoking, Body Mass Index (BMI) and other lifestyle/medical factors.

This product would not be appropriate for consumers who do not satisfy our underwriting requirements.



## Needs and objectives of the target market

The objective of consumers in the target market is to reduce their exposure to the following financial situations:

- The consumer 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 in the event that they meet the definition of a specified Medical Condition. These financial or financial-in-kind commitments include but are not limited to mortgage and other debt servicing costs, out-of-pocket medical expenses not covered by Medicare and/or health insurance, transportation and accommodation costs, personal and palliative care, and income replacement; and/or
- The consumer has (or envisages that in the future they will or may have) financial commitments, where the fulfilment of those commitments ensures that their business continues with less financial disruption upon the loss of a key person, or to ensure business succession in the event that a business owner leaves the business due to a specified Medical Condition.

## Appropriateness for the target market

Broadly, the target market is consumers who have or expect to have outstanding financial commitments that will not be met in the event they suffer a specified Medical Condition and who have capacity to pay premiums on an ongoing basis. As the product pays a lump sum in the event of a specified Medical Condition it is likely to meet the needs, or go towards meeting the needs, of consumers in the target market.

## Critical Illness features and attributes

### Built-in Benefits:

- Lump Sum benefit for a specified Medical Condition to age 75. Cover after age 70 is limited.
- Care Support Package.
- Annual Cover Indexation in line with CPI rate.
- Easy increases for Life Events and Business Events.

### Customisable benefits:

- Minimum Cover Amount: \$50,000.
- Maximum Cover Amount: \$2,000,000.
- Standalone or combined with Life Cover.

### Optional extras:

- Extra Medical Conditions.
- Critical Illness Reset.
- Critical Illness Relapse.
- Premium Waiver.

### Exclusions:

We will not pay all or part of the Critical Illness Cover amount if:

- the specified Medical Condition is either caused, or contributed to, by a self-inflicted injury or attempted suicide;
- the Life Insured dies within 14 days of experiencing the specified Medical Condition or Extra Medical Condition; or
- something we have specifically excluded.



# TPD Cover.



Integrity's Here for You TPD Cover provides a lump sum payment in the event the Life Insured becomes Totally and Permanently Disabled meaning:

- they are unlikely to ever work again in their TPD Own Occupation, or TPD Any Occupation they are reasonably suited to (depending on type of TPD definition chosen); or
- converts from TPD Any Occupation/TPD Own Occupation definition after turning 65, where they are unable to meet at least two (2) of the six (6) Activities of Daily Living or suffers a Severe Cognitive Loss requiring a permanent caregiver. When this change in TPD Cover occurs, the premium will also be reduced; or
- they suffer certain specified permanent physical and cognitive deficits, including loss of certain functions,

in accordance with the terms and conditions outlined in Integrity's Here for You Product Disclosure Statement (PDS).

## Target market

This Cover is suitable for consumers who:

- are earning an income;
- have personal savings;
- have superannuation; or
- otherwise have financial capacity (e.g. family or other relationships),

to pay premiums (which may vary from time to time) in accordance with the chosen premium structure to retain the product for the period of time it is intended to be held.

Eligibility criteria:

- aged between 18-59;
- Employed;
- Australian Resident; and
- meets relevant underwriting criteria in respect of smoking, Body Mass Index (BMI) and other lifestyle/medical factors.

This product would not be appropriate for consumers who do not satisfy our underwriting requirements.

## Needs and objectives of the target market

The objective of consumers in the target market is to reduce their exposure to the following financial situation:

- The consumer has (or envisages that in future they will or may have) outstanding financial commitments that will not be satisfied should they be incapable of engaging in their own occupation or any occupation or independent living due to Total and Permanent Disablement; and/or
- These financial or financial-in-kind commitments include but are not limited to mortgage and other debt servicing costs, income or revenue replacement, medical and rehabilitation costs, transportation and accommodation costs, personal care, palliative care, business commitments and/or business succession funding costs.

## Appropriateness for the target market

Broadly, the target market is consumers who have or expect to have outstanding financial commitments that will not be met in the event of their Total and Permanent Disability and who have capacity to pay premiums on an ongoing basis. As the product pays a lump sum on Total and Permanent Disability it is likely to meet the needs, or go towards meeting the needs, of consumers in the target market.

## TPD Cover features and attributes

### Built-in Benefits:

- Lump Sum benefit in the event of the Life Insured becoming Totally and Permanently Disabled.
- Partial TPD advance payment.
- Care Support Package.
- Annual Cover Indexation in line with CPI rate.
- Easy increases for Life Events and Business Events.

### Customisable benefits:

- Minimum Cover Amount: \$50,000.
- Maximum Cover Amount: \$5,000,000.
- Standalone or combined with Life Cover.
- Occupation Definition:
  - TPD Any Occupation.
  - TPD Own Occupation.
- Split ownership between superannuation and personally owned policies.

### Optional extras:

- Life Reset.
- Premium Waiver.

### Exclusions:

We will not pay the TPD Cover Amount for the Life Insured if the Life Insured's Total and Permanent Disability is either caused, or contributed to, by:

- a self-inflicted injury or attempted suicide;
- the Life Insured dies within 14 days of becoming Totally and Permanently Disabled; or
- something we have specifically excluded.

# We're here to help.

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For more information about Integrity and our products.

## Connect with us


For assistance with customer service and claims enquiries, please contact us on the below details:

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