



Target Market Determination

Product Name: Funeral Benefit
Version: 2
Effective date: 20 June 2023
Issuer details: APS Benefits Group Limited
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This Target Market Determination (TMD) is made by APS Benefits Group Limited (Company) in accordance with the design and distribution requirements relating to financial products for retail clients contained in Part 7.8A of the *Corporations Act 2001*.

The design and distribution obligations aim to assist consumers to obtain appropriate financial products by requiring product issuers and distributors to have a consumer-centric approach to the design and distribution of financial products.

Purpose

The purpose of this target market determination (TMD) is to describe the target market of consumers for funeral benefits, and to address the design and distribution obligations that apply in relation to TMDs.

You should not base any decision to acquire a funeral benefit on the contents of this TMD. This document does not consider any person's individual objectives, financial situation or needs. You should refer to the Product Disclosure Statement (PDS) before making a decision about this product.

Overview of product

A funeral benefit provides a lump sum payment to the estate or nominated beneficiary on the death of the member or consumer.

1. Class of Consumers

The class of consumers that comprises the target market for the funeral benefits issued by the Company (products) are the following consumers, with the likely objectives, financial situations and needs listed below.

Consumer type	Suitable for members of APS Benefits Group Limited and other consumers who are: <ul style="list-style-type: none">- over 1 year of age- an Australian resident- able to pay the membership subscription for the funeral benefit until age 70.
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Likely objectives and needs	<p>This funeral benefit is likely to be suitable for members and consumers seeking:</p> <ul style="list-style-type: none"> - a lump sum payable to loved ones, the estate or nominated beneficiary on the death of the member or consumer. - a fixed rate of subscription that will never increase, payable to age 70. - flexible benefit options up to a maximum of \$20,000 - a funeral benefit without underwriting or the need to provide medical information - the opportunity to cease subscriptions after at least 5 years of membership and still have a reduced funeral benefit. Please refer to page 6 of the PDS for further information.
Likely financial situation	<p>The product is likely to be suitable for members and consumers whose financial situation provides access to sufficient income to satisfactorily meet your standard subscription payments of up to \$500.00 per annum. These may be paid on a more regular basis if you wish.</p>
Class description	<p>The product has been designed for members and consumers who are seeking a lump sum payment to the estate or a nominated beneficiary on the death of the member or consumer.</p>
Excluded classes of consumers	<p>The product may not be suitable for members or consumers:</p> <ul style="list-style-type: none"> - who cannot afford to pay the subscription. If subscriptions are not paid when due, the membership will be cancelled and your right to a funeral benefit will cease. After 5 years of membership, a ‘mature policy’ is available whereby there are no further membership fees payable but the amount of your funeral benefit will be reduced accordingly. For more information please refer to page 6 of the PDS. - requiring a funeral benefit higher than \$20,000 - who are likely to die within two years of joining as a member. In this event, the member’s or consumer’s estate or nominated beneficiary will only receive the subscription monies paid during the membership period as a lump sum and no other benefit.

2. Distribution Conditions

Distribution Channel	<ul style="list-style-type: none"> - Company office, face to face - Company website - Phone and email enquiries - Advertising, including social media 	
Distribution conditions and restrictions	General advice (eg advertising)	<ul style="list-style-type: none"> - The distributor may provide general advice such as advertising through public channels
	Retail product distribution conduct	<ul style="list-style-type: none"> - The product can only be distributed directly by the Company - Only trained staff may distribute the product

		<ul style="list-style-type: none"> - The product can only be distributed to members or consumers that meet the eligibility requirements that have been approved by the Company. - A copy of the PDS must be provided to all members and consumers before considering this product.
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The Company does not employ any third party distribution channels.

The Company has determined that the distribution conditions and restrictions will make it likely that consumers who purchase the Company's products are in the class of consumers for whom they have been designed. The Company considers that the distribution conditions are appropriate and will assist distribution in being directed towards the target market.

3. Reviewing this TMD

The Company will monitor and review the outcomes produced by the design and distribution of its products and consider whether changes are required to the products, to the way they are distributed and to whom they are being sold (**Review**).

a. Review Triggers

The Company will conduct a Review, where any of the following review triggers occur:

- within 10 business days of becoming aware of any event that suggests this TMD is no longer appropriate;
- where there is a significant dealing outside the TMD, which is not consistent with the target market. This trigger occurs where significant distribution is occurring outside the target market, and does not refer to any one particular dealing in the product;
- as soon as practicable and in any event within 10 business days if a Material Issue is identified;
- there is a substantial change in the nature of the Company's business;
- a member of the Group sustains a material trading or capital loss;
- the Company elects to employ any third party distribution channel;
- the Company receives a complaint that concerns the design or distribution of its products; or
- external events such as adverse media coverage or regulatory changes or attention.



(where each of the above is a **Review Trigger**).

Upon becoming aware of a Review Trigger, or a potential Review Trigger, the Chief Executive Officer must within 2 business days provide to the Board all such information necessary for the Board to determine whether this TMD is no longer appropriate.

b. Periodic Review

In addition to any Review conducted as a result of the occurrence of a Review Trigger, the Company must conduct a review within 12 months of the Effective Date of this TMD and then at least annually thereafter.