Target Market Determination
Real Funeral Insurance

Purpose of this document

This Target Market Determination (**TMD**) is required under section 994B of the *Corporations Act 2001* (Cth) (**the Act**), effective from 5 October 2021.

The TMD for Real Funeral Insurance was first issued by Hannover Life Re of Australasia Ltd (**Hannover**) on 20 July 2026. It sets out the target market for Real Funeral Insurance, the triggers to review the TMD and other relevant information. It forms part of Hannover's compliance with its Design and Distribution Obligations for this product.

This document is not a Product Disclosure Statement (**PDS**) and is not a summary of the features or terms of the product. It provides general information only and does not take into account any person's individual objectives, financial situation or needs. Persons interested in purchasing this product should carefully read Hannover's PDS for Real Funeral Insurance before making a decision to purchase the product.

There are a number of terms in this TMD which have a particular meaning. These terms begin with a capital letter (such as Life Insured) and these are defined in the PDS.

Target Market Determination: Real Funeral Insurance

Issuer of this TMD: Hannover Life Re of Australasia Ltd ABN 37 062 395 484, AFSL 530811, for handling and settling claims

Current as at: 20 July 2026

TMD version: 1

Product overview

Product description

Real Funeral Insurance provides a lump sum payment to the estate or nominated beneficiary of the Life Insured, in the event of:

a. Accidental Death only in the first 12 months of Policy commencement or reinstatement;

b. thereafter, the Life Insured dies from any cause;

c. the Life Insured meets the definition of a Terminal Illness; or

d. the Life Insured suffers from a defined Accidental Serious Injury within 12 months of the Accident occurring

in accordance with the terms and conditions outlined in the PDS.

Real Funeral Insurance also provides an optional Accidental Death Insurance Benefit that can be added to your cover.

Optional Accidental Death Insurance provides for an additional payment in the event the Life Insured dies from an Accidental Death.

The product is an insurance policy, not a savings plan, which means that customers may pay more or less in premiums than the Benefit Amount over the life of the Policy.

This product does not acquire a cash value. No premiums or refunds would be payable to the Policyowner in the event the Policy is cancelled, except within the 30-day cooling off period or on claiming the Early Cash Out option.

Please refer to the PDS for further information about what Real Funeral Insurance does and does not cover.

Key attributes

Key attributes of Real Funeral Insurance include:

- ✔ the payment of premiums – this product requires continuous payment of premiums to maintain cover. If premiums are not paid when due, the Policy will end (subject to the required notice periods) and the Life Insured will no longer be covered and cannot make a claim for events that occur after the date the Policy ends.
- ✔ premium structure – premiums are designed to stay the same at Commencement Date and will generally not change over time, however, premiums are not guaranteed. Examples where the premium may change include if the Life Insured's request to reduce cover or Hannover reprices the premiums for Real Funeral Insurance Policyowners and changes the premium rates applying to all Policyowners.
- ✔ eligibility criteria – certain customers may be ineligible for cover if they do not meet the eligibility criteria for this product. Eligibility criteria include:
  - the age; and
  - residency status of the life to be insured.
- ✔ the following key product exclusion applies – no cover would be available under the product if death other than as a result of an Accident occurring within 12 months following the Commencement Date or Reinstatement Date of the insurance cover.
- ✔ there are other exclusions applied to this insurance and are detailed in the PDS.
- ✔ additional product features such as the Bonus Cover, Early Cash Out Option and guaranteed payment at age 100 (please refer to the PDS for details).

How/why key product attributes make it likely that this product will meet the likely needs of customers in the target market

Real Funeral Insurance including optional Accidental Death Insurance is designed to meet the likely objective, financial situation and need of the target market to reduce the final or unexpected expense exposure of the Life Insured by providing payment in the event of their death, Terminal Illness or Accidental Serious Injury. Broadly, the target market comprises those who have or expect to have final or unexpected expense commitments that will not be satisfied in the event of their own or another person's (i.e. the Life Insured's) death, Terminal Illness or Accidental Serious Injury and who have a capacity to pay premiums on an ongoing basis. As the product pays a nominal lump sum on death, Terminal Illness or Accidental Serious Injury, it is therefore likely to meet the needs, or go towards meeting the needs, of those in the target market.

Hannover regularly reviews the performance of this product, with reviews occurring at least twice per calendar year, this ensures the product remains appropriate for the identified target market.

It is important to note that premiums are charged for this product, and you will need to have the capacity to pay these premiums on an ongoing basis until you reach 85 years of age. There are no premiums charged following your 85th birthday.

Please refer to the current PDS for detailed information on what each type of cover provides and how premiums are calculated.

Description of the target market

The target market for this product is Australian Residents aged 40-79 and for optional Accidental Death Insurance ages 40-74, with a need to meet final expenses in the event of death, Terminal Illness or Accidental Serious Injury, who have the capacity to pay ongoing premiums until age 85.

Likely objectives, financial situation and needs of customers in the target market of Real Funeral Insurance

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

- the customer (either the Policyowner or the Life Insured) has (or envisages that in the future they will or may have) final expenses to be paid in the event of their death or unexpected expenses in the event of suffering an Accidental Serious Injury or Terminal Illness, such as (but not limited to):
  - funeral expenses; and/or
  - medical costs, transportation and accommodation costs, and personal and palliative care.

Financial situation of customers in the target market

This product is suitable for customers who have the financial capacity to pay premiums (which may vary from time to time) on an ongoing basis to retain the product for the period of time which it is intended to be held.

This product is not suitable for customers who cannot commit to or afford payment of premiums for the life of the Policy.

Premiums are designed to stay the same and will generally not change over time unless the Life Insured reduces cover or Hannover changes the premium rates applying to all Policyowners.

Customers will be required to form their own assessment on their capacity to fund premiums.

Demographic and eligibility requirements

- age: 40 – 79 (when the Life Insured purchases the Policy); and
- residency status: Australian resident.

Optional Accidental Death Insurance

- Age: 40 – 74 (when the Life Insured purchases the Policy).

Customers should carefully consider if the product is right for them before applying.

The following groups are outside the target market for this product:

- age: below 40 or over 79 (when the Life Insured purchases the Policy);
- residency status: not an Australian resident; and/or
- customers who cannot commit to or afford payment of premiums for the life of the Policy.

Optional Accidental Death Insurance:

- Age: below 40 or over 74; and
- Life Insured's who do not purchase this option at the same time they purchase the Policy; and

This product would not be appropriate for customers whose objective is to save or invest funds in financial planning for death as the product is not a savings or investment plan.

Distribution conditions

In accordance with the obligations outlined under Part 7.8A of the Corporations Act (product design and distribution obligations):

- this product is authorised for distribution by Greenstone Financial Services Pty Ltd (**GFS**) ABN 53 128 692 884, AFSL 343079 and its related companies (i.e. Choosi Pty Ltd (Choosi) ABN 15 147 630 886, AFSL 402397) only and cannot be purchased directly from Hannover;
- this product can only be purchased via the GFS or Choosi inbound call centre;
- this product may only be distributed to customers under General Advice. No Personal Advice is to be provided to a customer at any point in the distribution process;
- GFS or Choosi should not sell to a customer who does not satisfy the demographic factors of customers in the target market; and
- GFS or Choosi must provide a customer with a copy of the PDS.

These distribution conditions and restrictions make it more likely that the customers who acquire the product are in the target market because they have been designed to check that the customer meets criteria aligned with the target market:

- GFS will set minimum standards of conduct which are documented, operationalised through training and appropriate procedures, and are monitored via quality assurance practices and these also apply to Choosi.
- GFS and Choosi Call centre distribution must be undertaken in accordance with authorised call scripts and processes.
- GFS and Choosi will provide adequate general explanations to customers of the product's premium structure, how the premiums are expected to change over time, and its exclusions.
- Marketing activities for Real Funeral Insurance will be limited to channels that are likely to result in distribution to customers in the target market.
- GFS and Choosi will ensure only Australian residents aged 40 -79 are able to purchase the Policy.
- GFS will provide Hannover with the information and data Hannover requires in order to promptly identify if a review trigger has occurred. This includes, but is not limited to, information in regard to sales, lapses, underwriting outcomes, complaints and claims and these also apply to Choosi.

Review triggers, and information required to monitor and assess whether a review trigger has occurred

Review triggers	Information needed to enable Hannover to assess if the review trigger has occurred	Responsible party for providing the information
Review trigger 1: The commencement of a significant change in law, including taxation, that materially affects the product design or distribution of the product or class of products that includes this product.	Hannover will monitor relevant regulations, legislation and/or ASIC instruments relating to the change in law during the review period.	Hannover
Review trigger 2: The use of Product Intervention Powers in relation to the distribution or design of this product where Hannover, as the product issuer, considers this reasonably suggests that this TMD is no longer appropriate.	Hannover will monitor the use of Product Intervention Powers in relation to the distribution or design of this product where the product issuer considers this reasonably suggests that this TMD is no longer appropriate.	Hannover
Review trigger 3: Product performance is materially inconsistent with Hannover's expectations having regard to: ✔ Claim ratios; ✔ The volume of paid, denied and withdrawn claims; ✔ The volume of policies sold; ✔ The volume of applications declined at underwriting; and ✔ Policy lapse or cancellation rates.	Hannover will monitor the expected and actual number of the product performance metrics during the review period, reported by GFS or Hannover at least twice per calendar year.	GFS & Hannover
Review trigger 4: Significant or unexpectedly high number of complaints regarding product design, product availability, claims and any distribution condition that would reasonably suggest that this TMD is no longer appropriate.	Complaints and the nature of the complaints regarding product design, product availability, claims and any distribution condition, reported by GFS to Hannover monthly.	GFS
Review trigger 5: The product issuer determines that a significant dealing in the product outside the target market (except for an excluded dealing) has occurred.	A significant dealing in the product which either GFS or Hannover becomes aware is not consistent with the TMD (within 10 business days of becoming aware of the dealing).	GFS & Hannover

The occurrence of any of these review triggers would reasonably suggest that the product, including its key attributes, may no longer be consistent with the likely objectives, financial situation and needs of customers in the target market. In the event of the occurrence of any review trigger, a review of the product, its target market and target market determination will occur.

The maximum period before this TMD is reviewed

Subject to intervening review triggers, this TMD will be reviewed at least once every two years. Reviews are to occur more frequently in the event risk of detriment to a customer is identified necessitating an earlier review.