



# Target Market Determination

**Product: Accidental Damage from Handling (Product) component of AppleCare+ [for Apple Mac and Apple Display]**

Product Disclosure Statement: Accidental Damage from Handling

Prepared on: 28 February 2025

TMD Effective Date: 5 October 2021

Last Reviewed: September 2024

Next Review Date: September 2026

Issuer: AIG Australia Limited (AIG) ABN 93 004 727 753 AFSL No 381686

## What is a target market determination?

A Target Market Determination (TMD) is a determination that AIG has made that sets out:

- the class of customers that comprise AIG's target market for this Product, taking into consideration their likely needs, objectives and financial situation;
- any conditions and restrictions placed on retail product distribution conduct in relation to the Product;
- the events and circumstances that would reasonably suggest that the TMD is no longer appropriate;
- the review periods for the TMD; and
- the reporting obligations for the TMD.

This TMD does not provide any financial product advice on the Product and does not take into consideration the needs, objectives and financial situation of individual customers.

The rights, benefits and obligations of the Product are set out in the Product Disclosure Statement (PDS) and AppleCare+ terms and conditions. Insurance products and services are provided by AIG Australia Limited ABN 93 004 727 753 AFSL 381686. This TMD does not form part of the insurance contract and is not a summary of the Product's terms and conditions. Customers should review the PDS and AppleCare+ terms

and conditions before making any decision on whether to purchase this Product.

AIG will make this TMD available to any person, upon request, free of charge.

Terms used in this TMD, which are defined in the *Corporations Act*, have the same meaning as under that legislation.

## Application of this TMD

This TMD applies to customers who acquire the Product as retail clients namely individuals, sole traders or small businesses (a business which employs less than 100 people, if a manufacturing business, or otherwise 20 people or less).

It does not apply to other customers (wholesale clients) who may purchase the Product.

## 1. Target market

This section of the TMD describes the class of retail client customers (Customers) who comprise the target market for the Product, taking into account their likely needs, objectives and financial situation.

Outlined below is a description of the Product, key eligibility criteria and key Product attributes that affect whether this Product is likely to meet the needs, objectives and financial situation of the target market.

The target market is Customers:

- who meet key eligibility criteria of the Product; and
- where the key Product attributes meet their likely needs, objectives and financial situation.

## Product Description & Key Attributes

The Product is designed to provide Apple Customers cover for Accidental Damage from Handling (ADH) on their eligible Apple equipment (Device). The Product is a component of, and is only available with, AppleCare+ for Mac or Apple Display.

In the event of a valid ADH service event, and subject to the applicable service fee, the Product will pay the cost of Apple repairing or replacing the damaged equipment or if repair or replacement is not reasonably possible, reimburse the Apple Customer with store credit, gift card or cash. The Product entitles the Customer to unlimited Service Events for ADH that occur whilst their Plan is active, up to the date the Product is cancelled or otherwise terminated.

Please refer to the PDS and AppleCare+ terms and conditions for full details of the Product coverage including benefits.

## Key Eligibility Criteria

The table below provides a summary of the key eligibility criteria for this Product.

This cover is available to	This cover is NOT available to
<ul style="list-style-type: none"> <li>Customers who have purchased the following Apple branded Device/s:               <ul style="list-style-type: none"> <li>Mac computer,</li> <li>Apple display (including Apple branded stand and/or VESA mount if purchased at the time of display),</li> <li>Apple-branded mouse and keyboard if included with the covered equipment.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>non-Apple branded products.</li> </ul>

## Needs and Objectives

This Product is likely to meet the needs and objectives of Customers who:

- require or would like cover to repair or replace their Apple branded equipment in the event of ADH,
- require or would like this cover with the Apple support services under AppleCare+,
- do not have existing alternative or comparable repair or insurance arrangements (such as under personal contents or business insurance) for the Device available,
- do not need cover in the event of other damage or theft to the Device, or have alternative insurance arrangements (such as under personal contents or business insurance) for these events.

A summary is provided below of the key Product features outlining what is covered and what is not covered.

Key Product Features	
What is covered	What is not covered
<p><b>ADH:</b></p> <ul style="list-style-type: none"> <li>Cover applies to an operational or mechanical failure caused by an accident from handling that is the result of an unexpected and unintentional external event.</li> </ul> <p>If you make a claim you will be subject to paying a service fee to Apple. These are shown in the PDS and AppleCare+ terms and conditions.</p>	<ul style="list-style-type: none"> <li>protection against normal wear and tear including cosmetic damage,</li> <li>replacement of Device that is lost or stolen,</li> <li>repair damage caused by reckless, abusive, wilful or intentional conduct associated with handling and use of the Device,</li> <li>repair damage caused by fire, earthquake or other natural disasters such as wildfire, flood or hurricane;</li> </ul>

	The Product contains other exclusions which can be found in the PDS and AppleCare+ terms and conditions.
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These are the key attributes. Please refer to the PDS and the AppleCare+ terms and conditions for full details of Product coverage.

## Financial Situation

This Product is likely to meet the financial situation of Customers who:

- require insurance coverage in line with the policy limits available under the Product;
- have the ability to pay premiums in accordance with the policy, benefits, service fees and charges, considering their financial circumstances and any vulnerabilities they may experience.

## Consistency between the Product and target market

This Product is likely to be consistent with the needs, objectives and financial situation of the Customers in the target market because the Product provides cover to those Customers who:

- meet key eligibility criteria, and
- require cover for the types of loss or damage that Customers in the target market are seeking to insure against.

## 2. Distribution conditions

This section of the TMD describes the conditions and restrictions on retail product distribution conduct that apply to Customers who are retail clients. It does not apply to other customers (wholesale clients) who may purchase the Product.

The Product is distributed by AIG through Apple authorised resellers, all Apple retail stores, on-device and through Apple's website and call centre.

This Product is subject to any applicable add-on insurance deferred sales model requirements. It can be purchased through the below channels:

- When Device is purchased directly from Apple, Product can be purchased after a seven day complimentary cover period from the date of the purchase of the Device;
- When Device is purchased from an Apple authorised reseller, Product can be purchased online from the reseller's website after a clear four day pause (at least) from the purchase date of the Device or;
- when Device is purchased from an Apple authorised reseller as standalone cover separate to the purchase of the Device by contacting Apple directly.

The Product is not to be distributed in any other way.

Apple will only issue the Product to Customers that meet its eligibility criteria, which align with the target market set out in section 1 above. Distribution conditions are set out in contractual arrangements between AIG and Apple.

Apple ensures that all representatives involved in the distribution of the Product:

- have a general understanding of the likely needs, objectives and financial situation of the class of Customers that fall within the target market; and
- have been trained in the relevant acceptance criteria for the Product.

### 3. Review period and triggers

AIG will review this TMD during the following periods to ensure that it remains appropriate:

<b>First review period</b>	Within one year from the TMD's commencement date.
<b>Ongoing review periods</b>	At least every two years after the completion of the first review period.

AIG will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

Trigger	<ul style="list-style-type: none"> <li>• material changes to the cover provided by the Product,</li> <li>• the discovery of a relevant and material deficiency in the Product's disclosure documentation,</li> <li>• a change in AIG's risk acceptance criteria or underwriting guidelines that may impact the suitability of the Product for the target market,</li> <li>• a material change to the distribution of the Product,</li> <li>• complaints or other feedback indicative of the Product no longer being suitable for the target market,</li> <li>• claims denials or other issues indicative of the Product no longer being suitable for the target market,</li> <li>• material change in sales and Product performance metrics including but not limited to cancellation rates, Product value and affordability, benefits to Customers, and the like,</li> <li>• a material change to the legislation,</li> <li>• issues arising from internal compliance monitoring, breaches or internal audit findings, or</li> <li>• concerns raised by a regulator, the Code Governance Committee or the Australian Financial Complaints Authority.</li> </ul>
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## 4. Reporting obligations

Apple staff is required to report the following information to AIG:

Event or circumstance	Person required to report	Reporting period
Any issue arising from the sale of the Product to Customers in breach of the distribution conditions or outside the target market.	Apple staff and Apple authorised reseller staff.	As soon as practicable after becoming aware of the matter, and within 10 business days.
Any significant dealings that are not consistent with this TMD.	Apple staff and Apple authorised reseller staff	As soon as practicable after becoming aware of the matter, and within 10 business days.
The number and detail of complaints received about the Product.	Apple staff and Apple authorised reseller staff	All insurance related complaints referred within 24 hours or as soon as practicable.
Any actual or likely compliance breach relating to the sale of the Product or to distribution requirements under the DDO.	Apple staff and Apple authorised reseller staff	As soon as practicable after becoming aware of the matter, and within 10 business days.