

Chubb Target Market Determination

Masterpiece Signature

CHUBB®

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Important Information

This Target Market Determination (**TMD**) is designed to assist customers, distributors and Chubb Insurance Australia Limited (**Chubb**) staff to understand who this product has been designed for and who it is not suitable for.

The TMD identifies triggers for Chubb to review the target market and sets out the conditions and restrictions on distribution of the product described below. It also sets out the reporting obligations of Chubb's distributors. This document is not a Product Disclosure Statement (**PDS**) and is not a summary of the product features or terms of the product.

This document does not take into account any person's individual objectives, financial situation or needs and is not intended to constitute personal advice. Persons interested in acquiring this product should carefully read the PDS before deciding whether to purchase this product.

This TMD is effective from the date of publication until its replacement or withdrawal. This Target Market Determination (**TMD**) is required under section 994B of the *Corporations Act 2001* (Cth) and has been prepared by the product issuer, Chubb AFSL 239687 ABN 23 001 642 020.

Where a word is capitalised in this TMD and not otherwise defined, the definition of the word can be found in the policy wording/PDS.

The PDS for the product can be found here [Masterpiece Signature](#).

Target Market Determination

1. Details

Product Name:	Masterpiece Signature (PDS Number 22PDSMPSIGNATURE01) (the Product)
Publication Date of TMD:	Originally published August 2021 Revised: January 2024 Last reviewed: January 2024
Next Review Date:	January 2025
Frequency of Product Reviews:	Every 12 months from date of publication, subject to intervening review triggers as outlined in section 4 of this TMD

2. Product Target Market

What is the Product?

This Product is a residential building and contents insurance policy, for people with assets to insure, offering a premium level of cover for physical loss or damage to their residential building and/or contents and valuables. This Product also provides additional covers for the family such as personal cyber cover and personal legal liability cover.

Key covers/attributes

- ✓ This Product provides financial protection for physical loss or damage occurring to:
 - a residential building;
 - personal property items such as jewellery, electronics and furniture;
 - worldwide cover for valuable articles such as jewellery, fine art and collectibles;
 - business property items up to \$100,000.
- ✓ This Product also offers Family Protection for:
 - cyber extortion, financial loss or bullying;
 - car-jacking;
 - hijacking;
 - child abduction;
 - aggravated assault; and
 - terrorism and active assailants.
- ✓ Personal Liability Coverage for legal liability anywhere in the world (subject to international sanctions).

Key exclusions

- ✗ This Product excludes claims arising from (amongst other things):
 - flood and action of the sea unless specifically noted in your policy documentation;
 - wear and tear;
 - loss or damage to contents caused by repairs and renovations;

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- damage to fine art caused by cleaning, repairing, refinishing, altering, restoring, reframing, retouching or being worked on.

Customers the Product was designed for

This Product is targeted at:

Customers who:

- ✓ own a residential building to insure (with a sum insured of at least \$1,500,000);
- ✓ have contents to insure (with a sum insured of at least \$300,000);
- ✓ have valuable articles items and valuable article schedules of any amount;
- ✓ meet the eligibility criteria of a minimum base premium threshold of \$10,000.

Customers who want family protection coverage in relation to issues involving:

- ✓ cyber extortion, financial loss or bullying;
- ✓ car-jacking;
- ✓ hijacking;
- ✓ child abduction;
- ✓ aggravated assault; and
- ✓ terrorism and active assailants.

(Family Protection Coverage)

Customers who want personal liability coverage for:

- ✓ third party personal injuries caused by a covered person;
- ✓ third party property damage caused by a covered person;
- ✓ associated legal costs;
- ✓ identity fraud expenses;
- ✓ tax audit expenses.

(Personal Liability Coverage)

Classes of Customers

The class of customers for whom this Product is targeted can be categorised as homeowners who:

- ✓ own assets to insure;
- ✓ may own more than one residence such as a holiday home or investment property in addition to their primary residence;
- ✓ may have a collection of fine art, jewellery, wine or other valuables;

- ✓ may travel frequently;
- ✓ may have a relative or person/s under the age of 25 within their care and residing with them who may benefit from Family Coverage Protection;
- ✓ may conduct a professional business from home and wish to have some limited business property insurance as part of their home and contents insurance.

Customer's likely objectives, financial situation, and needs

Objectives	The likely objectives for customers in this target market are asset protection, loss prevention and legal liability protection.
Financial situation	The likely financial situation for customers in this target market is residential property owners who own assets of a significant value and, whose level of insurance requirements result in a minimum base premium of \$10,000 for their house and contents insurance, who are likely to experience a financial burden should an insurable event cause loss or damage to their residential building, contents or valuables. Customers this product is intended for must have the financial means to pay the premium and relevant excess in the event of a claim.
Needs	Customers in this target market will likely need an insurance product which can offer them financial protection from loss or damage for their personal assets and offer additional coverages for personal legal liabilities.

Customers the Product was not designed for

This Product is not suitable for those customers who have:

- ✗ residential properties outside of Australia;
- ✗ residential properties with existing damage, in disrepair, unoccupied and not in a liveable condition;
- ✗ residential properties in remote locations that are not in close proximity to fire stations;
- ✗ residential properties that lack adequate security and fire protection;
- ✗ residential investment properties that require loss of rent cover in the event a tenant defaults on their rental payments.
- ✗ residential properties used for short term rentals.

Why Product is consistent with the Target Market

Chubb views that the Product is consistent with the target market as the target market comprises homeowners with assets of a significant value as outlined above and the Product provides coverage to protect those assets. It is therefore likely that the Product will meet the needs, or go towards meeting the needs, of those in the target market.

3. Conditions/Restrictions on product Distribution

Restriction/ Condition	Description
Method of distribution	This Product is distributed by Chubb's approved network of licenced insurance brokers (Distributor) and is not available online for customers to purchase directly from Chubb Insurance Australia Limited. The distributors of the Product are independent brokerages or Authorised Representatives of broker groups. Brokers hold their own Australian Financial Services Licence to advise and deal in insurance products. Brokers are able to provide financial product advice for acquiring new policies, amending policies and renewing policies, specifically for their clients. The underwriting criteria will make it likely that customers who acquire the insurance product are in the target market, and will enable Chubb and its distributors to direct the insurance product to the class of customers who fall within the target market set out above.
Underwriting criteria	The Distributor is required to distribute the Product in accordance with Chubb's underwriting criteria. Currently, Chubb's minimum sum insured for buildings is \$1,500,000 and \$300,000 for Contents.
Promotional Material	Any promotional material which is used by the Distributor in relation to the Product must be pre-approved by Chubb and must contain an electronic link to this TMD.
Distribution in accordance with TMD	The Product must only be distributed in accordance with this TMD and the contractual agreements in place between Chubb and the Distributors.

Explanation

Customers that obtain the Product in accordance with the distribution conditions set out above are more likely to be in the target market for this product because a qualified insurance broker is acting on their behalf and can assess the customers objectives and financial situation.

4. Product Review

Periods of review:	Mandatory periodic reviews of the TMD will occur at least every 2 years, subject to intervening review triggers (see below).
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Review triggers:

Review triggers are events that suggest the TMD may no longer be appropriate and may trigger a review **prior** to periodic review as set out above. The review triggers for this Product are set out below.

1.	Any material change to the Product, including a change to the PDS.
2.	Changes to relevant laws, regulatory guidance, or industry codes.
3.	Any determination of or feedback from regulators, the Australian Financial Complaints Authority, a court or a tribunal suggesting that the target market may no longer be appropriate (including the use of Product Intervention Powers).

4.	The nature of feedback regarding the Product, including whether complaints have increased significantly from consumers or distributors.
5.	Distribution or purchasing of the Product in a manner significantly inconsistent with the TMD.

5. Reporting Obligations

Chubb's third party Distributors must report the following information to tmd.reporting@chubb.com in order to ascertain whether or not the TMD remains appropriate to assist us in improving our product for our customers.

Distributor Reporting Obligations

Type of Report	Description	Reporting Period
Complaints	Complaints are received by Chubb pursuant to the Complaints and Dispute Resolution Process set out in the Product Disclosure Statement. If any complaints are made to the Distributor, these are forwarded to Chubb. The Distributor must report the number of complaints received regarding the Product during the reporting period and the nature and details of the complaints. Complaint is defined in the Australian Securities and Investment Commission (ASIC) Regulatory Guide RG 271.	Quarterly (10 business days after the quarter has closed) (even when the number of complaints received is zero)
Significant dealings	A significant dealing in the Product which is not consistent with this TMD must be notified to ASIC. What amounts to a "significant dealing" will be determined by the circumstances of each case but generally: • regard should be had to the proportion of consumers purchasing the product who are not in the target market, the actual or potential harm to those consumers, and the nature and extent of the inconsistency of distribution with the TMD; • Distributors should also have regard to current ASIC guidelines when determining what may constitute a significant dealing; • if in doubt, Distributors must report the dealing to Chubb, so that Chubb can undertake the necessary assessments. The report must include: • date(s) of the significant dealing; • description of the significant dealing; • why the dealing is considered significant; • how the significant dealing was identified;	Within 10 business days of becoming aware of the significant dealing.

	• what steps, if any, have been taken in relation to persons affected by the significant dealing; and • steps which have been, or will be, taken to ensure that the significant dealing does not occur again.	
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6. Appropriateness

The issuer has assessed the Product’s key attributes and formed the view that it is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market as described within this TMD.

About Chubb in Australia

Chubb is the world's largest publicly traded property and casualty insurer. Chubb, via acquisitions by its predecessor companies, has been present in Australia for 100 years. Its operation in Australia (Chubb Insurance Australia Limited) provides specialised and customised coverages including Business Package, Marine, Property, Liability, Energy, Professional Indemnity, Directors & Officers, Financial Lines, Utilities as well as Accident & Health, to a broad client base, including many of the country's largest companies. Chubb also serves successful individuals with substantial assets to insure and consumers purchasing travel insurance.

More information can be found at www.chubb.com/au.

Contact Us

Chubb Insurance Australia Limited
ABN: 23 001 642 020 AFSL: 239687

Grosvenor Place
Level 38, 225 George Street
Sydney NSW 2000
O +61 2 9335 3200
www.chubb.com/au

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