

# Target Market Determination



## Castle Accidental Damage

Product Disclosure Statement (PDS) this Target Market Determination (TMD) relates to	Castle Accidental Damage (QM10061)
TMD applies to policies commencing or renewing effective from	18/12/2025
Previous version published	1/10/2025
Amended version published	18/12/2025
First publication date of this TMD	1/10/2025

### Information included in this TMD

This TMD describes:

- the product and its key attributes;
- who this product is suitable for (the target market) and who it is unsuitable for (outside the target market);
- how this product must be distributed, including any conditions and restrictions;
- reporting obligations for distributors;
- when this TMD will be reviewed.

The TMD doesn't consider a customer's personal needs, objectives, and financial situation. Customers should refer to the Castle Accidental Damage PDS, and any Supplementary PDS to ensure the product is right for them.

## Product Description

This product has been designed to provide accidental damage insurance for residential home and contents.

It offers:

- home cover;
- contents cover;
- legal liability cover.

Before making a decision about the product, customers should read the PDS. It provides complete information about the insurance coverage, exclusions, excesses, restrictions and conditions, claims processes and the rights and obligations of the customer.

## Cover: Home

### Target Market

This product is suitable for customers who:	
✓	own a home in Australia used for residential purposes.
✓	want financial protection for accidental loss or damage to their home.

This cover is only suitable for customers where **all** the above apply.

This product is NOT suitable for customers who:	
✗	rent out either the whole home or part of their home for casual or short-term rental (for example via Airbnb or a similar platform).
✗	rent out their home to a tenant.
✗	use their land or building(s) to earn an income or where a business of any kind is being operated, where that customer wants cover for: <ul style="list-style-type: none"><li>• their business; or</li><li>• any claim, loss, damage, injury or liability that arises out of their income-earning activities.</li></ul> Doing only office work in a home office, including working from home for their employer, is not considered to be a business or income earning activity.
✗	want cover for their home whilst it is undergoing construction or renovations, alterations, additions, or repairs that: <ul style="list-style-type: none"><li>• involve removal of any part of the roof or an external wall; or</li><li>• impact the structure of a building such as removing or changing supporting walls, underpinning, foundations or piers.</li></ul>
✗	want cover for their home during demolition or while awaiting demolition.
✗	want cover for their home while it is unoccupied and will continue to be unoccupied for more than 100 consecutive days.
✗	own a unit(s) within a strata type building, which is required to be insured by a body corporate or similar (if they own a strata building, they should check with the strata legislation in their State or Territory for insurance requirements).
✗	want cover for their property that is a block of flats.
✗	do not own the home they live in (for example a tenant who rents their home from a landlord).
✗	want cover for a property that is not a standard residential home (for example a shipping container, houseboat, hostel).
✗	live by the sea or coastline and want insurance for action of the sea events such as erosion and rising of sea levels, including high and king tides.
✗	want cover for a property with existing damage, defects or maintenance needs, which makes damage to the property more likely, for example termite damage or a leaking roof.
✗	want cover for wear and tear or costs associated with home maintenance.

This cover is not suitable for customers where **any** of the above apply.

## Likely Needs, Objectives and Financial Situation of Customers in the Target Market and consistency with the product's key attributes

Likely needs and objectives of customers in the target market	Key Product Attributes consistent with likely needs and objectives of the target market
To reduce the unexpected financial costs to repair or replace the residential property or parts of the residential property when it is accidentally or maliciously damaged, or damaged by fire or a weather event such as storm, bushfire, or flood.	The product provides cover for costs to repair or replace a residential home if lost or damaged by events covered by the product including: <ul style="list-style-type: none"> <li>• weather events such as storm, flood, lightning or thunderbolt;</li> <li>• accidental loss or damage, fire, breakage of glass, escaping liquids or malicious damage.</li> </ul>
To reduce the unexpected financial cost they are legally responsible to pay for: <ul style="list-style-type: none"> <li>• damage to another person's property; or</li> <li>• injury to another person,</li> </ul> <p>arising out of the ownership of the home or occupancy of the home.</p>	The product provides cover for legal liability arising from an occurrence during the period of insurance at the residential home address which results in personal injury and/or damage to property.

Likely financial situation of customers in the target market	Key Product Attributes consistent with the likely financial situation of the target market
<ul style="list-style-type: none"> <li>• Pay the premiums which may increase from year to year; or</li> <li>• Meet monthly payment commitments if electing to pay premium in instalments.</li> </ul>	Customers have the choice of: <ul style="list-style-type: none"> <li>• paying the total premium in one annual payment; or</li> <li>• paying the premium in monthly instalments.</li> </ul>
Pay the basic excess selected and any additional or imposed excesses.	A basic excess applies to most claims. Customers can choose to: <ul style="list-style-type: none"> <li>• pay more premium, to pay less excess at the time of a claim; or</li> <li>• pay less premium, to pay more excess at the time of a claim.</li> </ul> <p>Additional excesses which may apply:</p> <ul style="list-style-type: none"> <li>• Imposed Excess;</li> <li>• Unoccupied Property Excess;</li> <li>• Unoccupied Property Excess for Agreed Period.</li> </ul>
Bear any costs that exceed the sum insured, and any benefit provided by the home sum insured safeguard, to repair or replace the residential property.	Customers will be required to nominate a sum insured for their residential home that covers the costs to rebuild a similar building, including structural improvements such as pools, carports, fencing and garages, as well as professional fees such as architects and surveyors, demolition and removal of debris costs.
Pay any outstanding premiums if paying in monthly instalments in the event of a total loss.	In the event of a total loss, QBE will either deduct the total of all remaining instalments from the claim settlement or we will ask the customer to pay the total to QBE.
Bear any amounts that exceed any policy limits in the 'Key Limits' below.	

Based on QBE's assessment of the key terms, attributes and eligibility criteria, the insurance cover for Home is likely to be consistent with the needs, objectives and financial situation of customers in the target market.

## Other Key Product Attributes

Key Limits	
Sum Insured	Home Sum Insured nominated by the customer.
Temporary Accommodation	<p>If the home is so damaged by an event, for which a claim has been accepted, that it is unliveable, we pay up to:</p> <ul style="list-style-type: none"> <li>• \$20,000; or</li> <li>• 20% of the sum insured for the home,</li> </ul> <p>whichever is the highest, for the additional cost of:</p> <ul style="list-style-type: none"> <li>• reasonable temporary accommodation;</li> <li>• emergency removal and storage of the contents;</li> <li>• emergency accommodation of the customer's pets,</li> </ul> <p>where the home is the customer's principal place of residence.</p>
Legal Liability Limit	\$30,000,000
Other product limits including additional benefit sub-limits apply	<p>The insurance cover is subject to maximum insured limits and these are set out in the policy schedule.</p> <p>Other claims limitations and conditions are specified in the PDS (and any Supplementary PDS).</p>

Key Exclusions	
Acts	<p>There is no cover for any losses arising from or as a result of:</p> <ul style="list-style-type: none"> <li>• intentional, reckless or fraudulent acts;</li> <li>• illegal activity by the customer or their family,</li> </ul> <p>by the insured or their family, or that they are involved in.</p>
Reasonable actions and precautions	<p>There is no cover for any losses arising from or as a result of:</p> <ul style="list-style-type: none"> <li>• not taking reasonable care to protect and maintain the property;</li> <li>• not taking reasonable steps to minimise the cost of any claim under the policy;</li> <li>or</li> <li>• not complying with all laws relating to the safety of a person or property.</li> </ul>
Condition of the property and other loss or damage	<p>There is no cover under any section of the Policy for any:</p> <ul style="list-style-type: none"> <li>• wear, tear, depreciation, rust, oxidisation, corrosion, fading;</li> <li>• defect, structural fault, design fault or faulty workmanship;</li> <li>• rising damp, seepage, mould, mildew, rot; or</li> <li>• gradual deterioration due to action of light, air, sand, sea salt, water, or atmospheric or climatic conditions.</li> </ul> <p>There is no cover under any section of the policy for any claim, loss, cost, damage, injury, death or legal liability caused by or arising from the home not being structurally sound, watertight, secure, well maintained and in a good state of repair that:</p> <ul style="list-style-type: none"> <li>• involve removal of any part of the roof or an external wall; or</li> <li>• impact the structure of a building such as removing or changing supporting walls, underpinning, foundations or piers.</li> </ul>
Construction Works	<p>There is no cover for any losses arising from or as a result of buildings under construction or undergoing renovations, alterations, additions or repairs.</p>

## Key Exclusions

### Activities

There is no cover for any losses arising from or as a result of any business or income earning activities being conducted at the property address. This exclusion does not apply if the activity is just the use of an office or surgery taking up less than 20% of the home.

**Other policy exclusions apply.** Please refer to the PDS (and any Supplementary PDS) for a complete list of policy exclusions.

## Cover: Contents

### Target Market

This product is suitable for customers who:	
✓	want cover for household contents in a residence: <ul style="list-style-type: none"><li>• that they own in Australia, that is used for residential purposes; or</li><li>• in Australia, that they rent from a landlord, that is used for residential purposes.</li></ul>
✓	want financial protection for accidental damage to contents.

This cover is only suitable for customers where **all** the above apply.

This product is NOT suitable for customers who:	
✗	rent out either the whole home or part of their home for casual or short-term rental (for example via Airbnb or similar platform).
✗	own contents within a home they rent out to a tenant.
✗	use their land or building(s) to earn an income or where a business of any kind is being operated, where that customer wants cover for: <ul style="list-style-type: none"><li>• their business; or</li><li>• any claim, loss, damage, injury or liability that arises out of their income-earning activities.</li></ul> Doing only office work in a home office, including working from home for their employer, is not considered to be a business or income earning activity.
✗	want cover for their contents while their home is unoccupied and will continue to be unoccupied for more than 100 consecutive days.
✗	want cover for contents that are stored away from the insured address in a non-commercial storage facility, such as a shed or shipping container at an unoccupied property.
✗	live by the sea or coastline and want insurance for action of the sea events such as erosion and rising of sea levels, including high and king tides.
✗	want cover for contents contained within a property that is not a standard residential home (for example a shipping container, houseboat, hostel).
✗	want cover for wear and tear or costs associated with maintenance.

This cover is not suitable for customers where **any** of the above apply.

## Likely Needs, Objectives and Financial Situation of Customers in the Target Market and consistency with the product's key attributes

Likely needs and objectives of customers in the target market	Key Product Attributes consistent with likely needs and objectives of the target market
To reduce the unexpected financial costs to repair or replace their contents within their residential property when they are accidentally or maliciously damaged, stolen or damaged by fire, or a weather event such as storm, bushfire or flood.	The product provides cover for the costs to repair or replace contents located at the residential home if lost or damaged by a specific event covered by the product including: <ul style="list-style-type: none"> <li>weather events such as storm (including cyclone), flood, lightning or thunderbolt;</li> <li>accidental loss or damage, theft, fire, breakage of glass, power surge and malicious damage.</li> </ul>
To reduce the unexpected financial cost they are legally responsible to pay for: <ul style="list-style-type: none"> <li>damage to another person's property; or</li> <li>injury to another person,</li> </ul> anywhere in the world that is not related to the ownership of the home.	The product provides cover for legal liability arising from an occurrence during the period of insurance anywhere in the world not related to the ownership of the home which results in personal injury and/or damage to property.
Optional cover to tailor the product to suit their individual needs.	The Valuables optional cover is available to purchase.

Likely financial situation of customers in the target market	Key Product Attributes consistent with the likely financial situation of the target market
<ul style="list-style-type: none"> <li>Pay the premiums which may increase from year to year; or</li> <li>Meet monthly payment commitments if electing to pay premium in instalments.</li> </ul>	Customers have the choice of: <ul style="list-style-type: none"> <li>paying the total premium in one annual payment; or</li> <li>paying the premium in monthly instalments.</li> </ul>
Pay the basic excess selected and any additional or imposed excesses.	A basic excess applies to most claims. Customers can choose to: <ul style="list-style-type: none"> <li>pay more premium, to pay less excess at the time of a claim; or</li> <li>pay less premium, to pay more excess at the time of a claim.</li> </ul> Additional excesses which may apply: <ul style="list-style-type: none"> <li>Imposed Excess;</li> <li>Unoccupied Property Excess;</li> <li>Unoccupied Property Excess for Agreed Period.</li> </ul>
Bear any costs that exceed the sum insured to repair or replace the contents at the residential property.	Customers will be required to nominate a sum insured for the contents at their residential home.
Pay any outstanding premiums if paying in monthly instalments in the event of a total loss.	In the event of a total loss, QBE will either deduct the total of all remaining instalments from the claim settlement or we will ask the customer to pay the total to QBE.
Bear any amounts that exceed any policy limits in the 'Key Limits' below.	

Based on QBE's assessment of the key terms, attributes and eligibility criteria, the insurance cover for Contents is likely to be consistent with the needs, objectives and financial situation of customers in the target market.

## Other Key Product Attributes

Key Limits	
Sum Insured	Contents Sum Insured nominated by the customer.
Contents with Limits	<p>The most we will pay for these items of contents:</p> <ul style="list-style-type: none"> <li>• Works of art, pictures, tapestries, or rugs: \$25,000 per item and in total 25% of the sum insured for unspecified contents.</li> <li>• Items of jewellery, gold or silver articles, furs, watches: \$10,000 per item and in total 25% of the sum insured for unspecified contents.</li> <li>• Collections of any kind: \$20,000 per collection and in total 25% of the sum insured for unspecified contents.</li> <li>• Office or surgical equipment used by the customer or their family in their own business in the home: \$25,000 in total.</li> <li>• Other equipment used by the customer or their family for earning income: \$7,500 in total, including a maximum of \$2,000 for business stock temporarily stored inside the home for a maximum period of 30 days.</li> <li>• Accessories, or spare parts of motor vehicles (including motorcycles and motor scooters), caravans, trailers and watercraft not in or on the motor vehicle, caravan, trailer, or watercraft: \$2,000 per item, up to \$4,000 in total.</li> <li>• Cash, coins, negotiable instruments, or bullion: \$1,500 in total.</li> </ul>
Temporary Accommodation	<p>If the home is so damaged by an event, for which a claim has been accepted, that it is unliveable, we pay up to</p> <ul style="list-style-type: none"> <li>• \$20,000; or</li> <li>• 20% of the sum insured for the contents,</li> </ul> <p>whichever is the highest, for the additional cost of:</p> <ul style="list-style-type: none"> <li>• reasonable temporary accommodation;</li> <li>• emergency removal and storage of the contents;</li> <li>• emergency accommodation of the customer's pets,</li> </ul> <p>where the home is the customer's principal place of residence.</p>
Legal Liability Limit	\$30,000,000
Other product limits including additional benefit sub-limits apply	<p>The insurance cover is subject to maximum insured limits and these are set out in the policy schedule.</p> <p>Other claims limitations and conditions are specified in the PDS (and any Supplementary PDS).</p>

Key Exclusions	
Acts	<p>There is no cover for any losses arising from or as a result of:</p> <ul style="list-style-type: none"> <li>• intentional, reckless or fraudulent acts; or</li> <li>• illegal activity by the customer or their family,</li> </ul> <p>by the insured or their family, or that they are involved in.</p>
Reasonable actions and precautions	<p>There is no cover for any losses arising from or as a result of:</p> <ul style="list-style-type: none"> <li>• not taking reasonable care to protect and maintain the property;</li> <li>• not taking reasonable steps to minimise the cost of any claim under the policy;</li> </ul> <p>or</p> <ul style="list-style-type: none"> <li>• not complying with all laws relating to the safety of a person or property.</li> </ul>

Key Exclusions	
Condition of the property and other loss or damage	<p>There is no cover under any section of the Policy for any:</p> <ul style="list-style-type: none"> <li>• wear, tear, depreciation, rust, oxidisation, corrosion, fading;</li> <li>• defect, structural fault, design fault or faulty workmanship;</li> <li>• rising damp, seepage, mould, mildew, rot; or</li> <li>• gradual deterioration due to action of light, air, sand, sea salt, water, or atmospheric or climatic conditions.</li> </ul> <p>There is no cover under any section of the policy for any claim, loss, cost, damage, injury, death or legal liability caused by or arising from the home not being structurally sound, watertight, secure, well maintained and in a good state of repair.</p>
Construction Works	<p>There is no cover for any losses arising from or as a result of buildings under construction or undergoing renovations, alterations, additions or repairs that:</p> <ul style="list-style-type: none"> <li>• involve removal of any part of the roof or an external wall; or</li> <li>• impact the structure of a building such as removing or changing supporting walls, underpinning, foundations or piers.</li> </ul>
Activities	<p>There is no cover for any losses arising from or as a result of any business or income earning activities being conducted at the property address. This exclusion does not apply if the activity is just the use of an office or surgery taking up less than 20% of the home.</p>

**Other policy exclusions apply.** Please refer to the PDS (and any Supplementary PDS) for a complete list of policy exclusions.

## Distribution

This product has been appropriately designed to be distributed through Sure Insurance Pty Ltd t/as Castle Insurance. The product and the systems it is distributed through have been designed for a customer seeking insurance through Castle. Castle has taken reasonable steps to understand the key product attributes and align distribution to customers in the target market.

Distribution Restrictions	<b>Castle Accidental Damage - QM10061</b> can only be sold by Sure Insurance Pty Ltd t/as Castle Insurance (ABN 72 624 109 128, AFSL 506378) (Castle).
Distribution Conditions	<p>Castle Accidental Damage - QM10061 can only be sold to persons that are eligible for cover in accordance with the application and/or renewal criteria that has been approved in writing by QBE and which complies with the law (Application Process).</p> <p>The Application Process has been tailored to identify the target market described in this TMD as part of the eligibility criteria. The use of this Application Process will make it more likely that the product will be acquired by persons within the target market.</p> <p>The application process is comprised of the following:</p> <ul style="list-style-type: none"> <li>• Public website with product information;</li> <li>• Castle staff product training;</li> <li>• A policy administration system with built in underwriting and eligibility controls with knock out questions;</li> <li>• QBE Staff Monitoring program;</li> <li>• Internal underwriting accreditation or delegated authority program;</li> <li>• Underwriting Guidelines.</li> </ul> <p>Castle Accidental Damage - QM10061 can be sold via a QBE approved policy administration system within the eligibility criteria and underwriting rules.</p> <p>Any quoting outside the system must always be referred to a QBE authorised representative.</p> <p>It can be sold to customers within the target market without the customer being provided with any financial product advice or, with either general or personal advice.</p> <p>Distributors of Castle Accidental Damage - QM10061 must make this TMD available free of charge on request.</p>
Distribution Method	<p>Castle Accidental Damage - QM10061 can be sold via direct contact between the customer and the insurance broker or agent.</p> <p>Castle Accidental Damage - QM10061 is not available for customers to purchase directly from QBE including online.</p>

## Reporting Obligations

Information	Responsible reporting person	Obligation	Information required to be reported	Reporting Period
Dealings outside the target market	Castle and QBE	Castle will report to QBE if it becomes aware of a dealing outside of the target market that is inconsistent with the TMD and which QBE has not already approved. QBE will report to the regulator any significant dealing outside the target market that is inconsistent with the TMD.	<ul style="list-style-type: none"> <li>the date (or date range) the dealing occurred;</li> <li>details about the dealing(s);</li> <li>any steps or actions taken to mitigate this dealing; and</li> <li>any steps or actions taken to stop or prevent any further dealings outside the target market from occurring.</li> </ul>	As soon as practicable and, by no later than 10 business days after the date Castle or QBE becomes aware of the dealing.
Complaints and feedback	Castle and QBE	Castle will report to QBE complaint and feedback information received about the product. QBE will report any complaint or feedback information received about the product.	<ul style="list-style-type: none"> <li>the number of complaints received about this product during the reporting period; and</li> <li>a brief summary about the nature of every complaint received and any steps taken to address the complaint.</li> </ul>	Every three months.
Policy and claims data	QBE	Policy and claims data about the product.	<ul style="list-style-type: none"> <li>Claims Loss Ratio;</li> <li>Policy Retention Rate.</li> </ul>	Every three months.
Orders, direction or feedback from Regulator, Code Governance Committee or AFCA	Castle and QBE	Any order, direction or feedback from a regulator, Code Governance Committee or AFCA related to the product or how it is distributed.		As soon as practicable and, by no later than 10 business days after the date the feedback, direction or order was received.
Periodic Product Reviews Outcomes	QBE	Outcomes from the Periodic Product Reviews conducted.	<ul style="list-style-type: none"> <li>Data reviewed;</li> <li>Data analysis outcomes; and</li> <li>Review outcome decisions.</li> </ul>	Every two years or sooner if the review was conducted prior.

## TMD Review

TMD Reviews	Information QBE will use to review the TMD
Review Period	This TMD will be reviewed 12 months after the date it is first published, and it will be periodically reviewed once every two years thereafter.
What may trigger a review prior to periodic review	<p>The events or circumstances that may trigger a review prior to a scheduled periodic review date include QBE becoming aware of:</p> <ul style="list-style-type: none"> <li>• the nature or numbers of complaints or feedback provided about the product’s design or distribution that indicate significant or systemic issues, reasonably suggesting the TMD is no longer appropriate;</li> <li>• a material change to the product (including the PDS and the Application Process) or distribution conditions, or to the information or the assumptions which the target market is based on, which reasonably suggests the TMD is no longer appropriate;</li> <li>• a material incident in relation to the product’s design and distribution which reasonably suggests the TMD is no longer appropriate;</li> <li>• any: <ul style="list-style-type: none"> <li>○ change of relevant legislation, regulations or regulatory guidance; or</li> <li>○ direction or order from a regulator, the Code Governance Committee or AFCA related to the design of the product or its distribution,</li> </ul> </li> </ul> <p>that reasonably suggests the TMD is no longer appropriate;</p> <ul style="list-style-type: none"> <li>• a significant dealing outside the TMD occurring that reasonably suggests the TMD is no longer appropriate;</li> <li>• trends in the following metrics that indicate adverse customer outcomes which reasonably suggest the TMD is no longer appropriate: <ul style="list-style-type: none"> <li>○ claims loss ratios;</li> <li>○ policy retention rates.</li> </ul> </li> </ul> <p>Relevant thresholds indicating possible adverse outcomes are stored within QBE’s internal retail Product Governance arrangements.</p>