

# Target Market Determination Life Insurance

Effective date: 5 October 2021

AMP Elevate insurance consists of several separate financial products referred to as plans. The Target Market Determination (TMD) is specific to the plan, referred to as the product in this document. References to consumer in the TMD refer to the policy owner. In many cases the policy owner is the same person as the insured person, but a policy owner can apply to take out insurance on a different person. Where the information is specific to the 'insured person', the term insured person will be used.

<b>Product</b>	The TMD applies to the Life Insurance plan
<b>Issuer</b>	AMP Life Limited ABN 84 079 300 379 (AMP Life) is the issuer of the TMD
<b>Effective date</b>	5 October 2021
<b>Version number</b>	1
<b>PDS</b>	AMP Elevate insurance product disclosure statement and plan document. Please refer to this PDS for more information about the product before deciding whether to buy the product or continue to hold the product.
<b>Product description and key attributes</b>	<p>The Life Insurance plan provides a lump sum payment if the insured person dies or is diagnosed with a terminal illness.</p> <p>Suicide is not covered within 13 months of the start of the plan, the date the plan was restored or the date of any increase in the sum insured (but only in relation to the amount of the increase). Other exclusions or limitations may apply, depending on the insured person's individual circumstances.</p> <p><b>Premium type</b></p> <p>The product offers the following premium types:</p> <ul style="list-style-type: none"> <li>– <b>Stepped premiums.</b> Change each year on the plan extension date according to the age of the insured person. Generally, premiums increase as the insured person gets older.</li> <li>– <b>Level premiums.</b> Don't increase each year due to the insured person getting older. Level premiums change to stepped premiums from the first extension date after the insured person turns 70 (or earlier if nominated).</li> <li>– <b>Blended premiums.</b> Are stepped for the first 10 years followed by level until the insured person turns 60 and then stepped until the cover ends.</li> </ul> <p>Premiums (and any applicable fees or government charges) can change, regardless of the premium type. If AMP Life review premium rates, any change in the premium rate will apply to all plans of the same type.</p>

<p><b>Product description and key attributes (continued)</b></p>	<p><b>Eligibility criteria</b></p> <ul style="list-style-type: none"> <li>– The consumer is an existing AMP Life customer which is any individual or entity that is a policy owner or insured person under a life policy insured by AMP Life.</li> <li>– The consumer is an Australian citizen, permanent Australian resident, New Zealand citizen or holder of an eligible visa.</li> <li>– The age of the insured person when the product is applied for must be between: <ul style="list-style-type: none"> <li>– 10 and 69 for stepped premium structure</li> <li>– 10 and 64 for level premium structure</li> <li>– 24 and 49 for blended premium structure.</li> </ul> </li> <li>– The minimum sum insured is \$50,000. There is no maximum sum insured but the amount of cover applied for must be able to be justified at the time of underwriting.</li> <li>– The minimum yearly premium is \$250 (including the plan fee).</li> <li>– The insured person meets AMP Life’s underwriting criteria.</li> <li>– The policy expiry age of the insured person is 99 (or earlier if nominated).</li> </ul> <p>The product is generally underwritten, which means full details about the insured person’s health, medical history, occupation, income, sports, and pastimes must be provided in the personal statement. The product is not suitable for consumers who do not meet AMP Life’s underwriting criteria or want cover specifically for a pre-existing condition.</p>
<p><b>Class of consumers</b></p>	<p>The product is designed for a class of consumers who meet the eligibility criteria listed above and expect to have the financial capacity to pay premiums (and any applicable fees or government charges) when due, to retain the product for the period it is intended to be held.</p> <p><b>Likely objectives, financial situation and needs</b></p> <p>The product is designed for a class of consumers who have outstanding debts or financial commitments (of a personal or business nature) in the event of the insured person’s death or terminal illness.</p> <p>Outstanding debts and financial commitments of a personal nature include but are not limited to mortgage and other debt servicing costs, income replacement of the insured person, and education costs for dependent children.</p> <p>Outstanding debts and financial commitments of a business nature include but are not limited to business loans and overdraft facilities, replacing key person revenue, and to ensure business succession in the event that a business owner leaves the business due to death or terminal illness.</p> <p>The objective of consumers in the target market is to reduce the financial burden on their family (or business) in the event of the insured person’s death or terminal illness.</p> <p><b>Appropriateness of the product for the class of consumers</b></p> <p>Broadly, the class of consumers in the target market have outstanding debts or financial commitments (of a personal or business nature) in the event of the insured person’s death or terminal illness. AMP Life has assessed the product and formed the view that because the product pays a lump sum benefit on the death or terminal illness of the insured person, it is therefore likely to meet the likely objectives, financial situation and needs of consumers in the target market.</p>

<p><b>Distribution conditions and restrictions</b></p>	<p>The product is designed to be distributed by:</p> <ul style="list-style-type: none"> <li>– Financial advisers, who are authorised representatives of an Australian Financial Services Licensee (AFSL) authorised to distribute the product.</li> <li>– AMP Life, for consumers who no longer have a financial adviser and come direct to AMP Life via the contact centre or website. This will only occur where the consumer has initiated contact with AMP Life and the consumer falls within the target market for the product.</li> </ul> <p><b>Distribution conditions and restrictions</b></p> <ul style="list-style-type: none"> <li>– The product may only be distributed to AMP Life customers. This is defined as any individual or entity that is a policy owner or an insured person under a life policy insured by AMP Life.</li> <li>– The consumer must meet the eligibility criteria for the product.</li> </ul> <p><b>Appropriateness of the distribution conditions and restrictions</b></p> <p>AMP Life is of the view that the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market.</p> <p>Consumers who obtain personal advice via a financial adviser are more likely to be in the target market for the product because financial advisers consider the consumers individual objectives, financial situation and needs.</p>
<p><b>Review triggers</b></p>	<p>The specific events and circumstances (review triggers) that may reasonably suggest that the TMD is no longer appropriate include:</p> <ul style="list-style-type: none"> <li>– The commencement of a significant change in the law that materially affects the design and/or distribution of the product.</li> <li>– Product performance is materially inconsistent with AMP Life’s expectations having regard to sales, policy lapses and cancellation, claims and loss ratios.</li> <li>– The use of a regulator’s Product Intervention Powers in relation to the design and/or distribution of the product.</li> <li>– Significant or unexpectedly high number of complaints (as defined in section 994A(1) of the Act) regarding product design, product availability, claims, and distribution of the product.</li> <li>– AMP Life determines that a significant dealing in the product has occurred.</li> </ul>
<p><b>Review period</b></p>	<p>Subject to intervening review triggers, the TMD will be reviewed at least every three years from the effective date of the TMD and then from the date of the last review.</p>
<p><b>Distribution reporting</b></p>	<p><b>Complaints</b></p> <p>Distributors must report all consumer complaints (as defined in section 994A(1) of the Act) about the product to AMP Life every six months. The report must be submitted within 10 business days following the end of the calendar half year.</p> <p><b>Note:</b> The first report is due 30 June 2022 and will cover the period from 5 October 2021 to 30 June 2022.</p> <p><b>Significant dealings</b></p> <p>Distributors must report any significant dealing in the product to AMP Life in writing within 10 business days of becoming aware of the dealing.</p>

## Contact us

If you would like to know more about how AMP Life can help you, please visit [amplife.com.au](http://amplife.com.au), or contact one of the following:

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### What you need to know

This document is issued by AMP Life Limited ABN 49 079 354 519, AFSL No. 233671 (AMP Life) the product issuer. The Target Market Determination (TMD) is required under section 994B of the *Corporations Act 2001* (Cth). It sets out the target market for the product, triggers to review the target market and certain other information. It forms part of AMP Life's design and distribution framework for the product. This document is not a product disclosure statement (PDS) and is not a summary of the product features or terms of the product.

Any information or advice in this document is general in nature and is provided by AMP Life. It does not consider your personal objectives, financial situation or needs. Therefore, before acting on this information or advice, you should consider the appropriateness of the information or advice having regard to those matters as well as the relevant PDS, available from AMP Life at [amplife.com.au](http://amplife.com.au) or by calling 133 731, before making a decision about the product. Consider speaking to a financial adviser if you have any concerns. If you decide to purchase or vary a financial product, AMP Life and/or other companies within the Resolution Life Group will receive fees and other benefits, which will be a dollar amount or a percentage of either the premium you pay or the value of your investments. You can ask us for more details.