



Target Market Determination

Effective 1st July 2026



Home Target Market Determination

For Youi Home Insurance

Cover types:

Buildings and/or Contents

About this document

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Buildings Insurance and Youi Contents Insurance is designed for;
- how it is distributed;
- distributor reporting requirements;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.

Buildings Insurance Who this product is designed for

Buildings Insurance is one of the covers available for purchase through Youi's Home Insurance product. The Youi Buildings Insurance product has been designed for homeowners and those with a financial interest in the home who may experience a financial burden should an event damage their home or legal liability arise because of an incident at their home. These homeowners may be owner-occupiers or landlords (owners that rent out all or part of the home). Youi Buildings and Contents cover may be purchased separately or as a combined policy (ensure cover is suitable for both products if purchasing a combined policy).

The key eligibility criteria for purchasing this product and policy terms are:

Key eligibility criteria and policy terms	This product is suitable for	This product is NOT suitable for
Type of home	Private domestic residences and other structures at the premises, and their permanently attached fixtures and fittings, including freestanding homes, terraces, townhouses (where owner insures the building), duplex/triplex/ semi-detached homes (where owner insures), granny flats, liveable sheds, non-mobile caravans and relocatable homes.	Apartments or units; buildings under strata/ body corporate; tiny homes; mobile caravans or camper trailers
Home usage	Private domestic use (owner-occupied or landlord); limited home-based business activities (where underwriting criteria has been accepted and noted on the policy).	<ul style="list-style-type: none"> Buildings used as a hotel, motel, or bed and breakfast accommodation. Buildings where the homeowner conducts business activities where underwriting criteria has not been accepted.

Key eligibility criteria and policy terms	This product is suitable for	This product is NOT suitable for
Home occupancy	Owner-occupied; tenanted; holiday/weekend home (not let); display home; homes being sold/purchased; certain types of renovations/repairs.	Certain types of unoccupied buildings.
Condition of the home	Buildings that are well maintained, in good condition and fit to be occupied.	Buildings that are not well maintained, in poor condition or not fit to be occupied.
Location of home	Buildings located in Queensland (excluding far north Queensland), New South Wales, Western Australia (excluding northern Western Australia), South Australia, Victoria, Tasmania and the Australian Capital Territory, where underwriting criteria has been accepted.	Buildings that are located in the Northern Territory, far north Queensland or northern Western Australia.

Additional eligibility criteria

This product is not suitable for homeowners whose buildings:

- were not insured before purchasing this policy and requires cover for flood, hail, storm or bushfire during the first 72 hours of the policy first being purchased unless the homeowner moved into or signed a purchase agreement for the home on the same day the policy started with us.
- are affected by storm surge, actions of the sea or tides, erosion, rising damp or seepage; or by landslip or subsidence which was not the result of a flood, storm, earthquake or explosion.

Contents Insurance Who this product is designed for

Contents Insurance is one of the covers available for purchase through Youi’s Home Insurance product. The Youi Contents Insurance product has been designed for contents owners who may experience a financial burden should an event damage their contents or legal liability arise because of accidents relating to them or their contents. Youi Buildings and Contents cover may be purchased separately or as a combined policy (ensure cover is suitable for both products if purchasing a combined policy).

The key eligibility criteria for purchasing this product and policy terms are:

Key eligibility criteria and policy terms	This product is suitable for	This product is NOT suitable for
Where contents are kept	Contents kept at a dwelling that is well maintained and in good occupiable condition, that the customer owns or rents and lives in such as: owner-occupied; tenanted; holiday/weekend home (not let); display home; homes being sold/purchased; undergoing certain types of renovations/repairs.	Contents kept in tiny homes, mobile caravans or camper trailers (when used as a permanent residence); or commercial storage facilities unless the relevant option has been selected and is noted on the policy. This product is also not suitable where contents are kept in buildings that are not well maintained or in a poor or unoccupiable condition; or certain unoccupied buildings.
Home usage	Private domestic use; limited home-based business activities (where underwriting criteria has been accepted and noted on the policy).	Contents that are contained within a dwelling: <ul style="list-style-type: none"> • Used as a hotel, motel or bed and breakfast accommodation. • Where business activities are conducted if underwriting criteria has not been accepted.

Key eligibility criteria and policy terms	This product is suitable for	This product is NOT suitable for
Location of home	Contents contained within a home located in Queensland (excluding far north Queensland), New South Wales, Western Australia (excluding northern Western Australia), South Australia, Victoria, Tasmania and the Australian Capital Territory, where underwriting criteria has been accepted.	Contents that are contained within a home located in the Northern Territory, far north Queensland or northern Western Australia.
Additional eligibility criteria		
<p>This product is not suitable for contents owners whose contents:</p> <ul style="list-style-type: none"> • was not insured before purchasing this policy and requires cover for flood, hail, storm or bushfire during the first 72 hours of the policy first being purchased, unless the contents owner moved into or signed a lease or purchase agreement for the home on the same day the policy started with us. • is affected by storm surge, actions of the sea or tides, erosion, rising damp or seepage; or by landslip or subsidence which was not the result of a flood, storm, earthquake or explosion. 		

Product description and key attributes for this product

The table below describes the product and its key attributes for each cover type.

Buildings
<p>Cover for:</p> <ul style="list-style-type: none">• damage to buildings caused by events such as fire, theft and attempted theft, storm including hail and lightning, flood, earthquake, escaping water, impact, intentional damage, explosion, animal damage and riot;• permanently attached fixtures, fittings and structural improvements, but excluding earthworks;• domestic structures that customers expect to be considered part of the insured property;• some associated costs for owner-occupiers, such as temporary accommodation when the home is damaged by a specified insured event;• legal liability.
<p>Optional covers including:</p> <ul style="list-style-type: none">• Lessee/Tenant Default and Damage for landlords who may experience financial loss if the tenant fails to pay their rent or intentionally damages the home.

The table below describes the product and its key attributes for each cover type.

Contents

Cover for:

- damage to contents caused by events such as fire, theft and attempted theft, storm including hail and lightning, flood, earthquake, escaping water, impact, intentional damage, explosion, animal damage and riot;
- some associated costs such as:
 - temporary accommodation when the premises is strata title or the policyholder is a tenant at the premises and the home is damaged by a specified insured event (and that same event also damages the contents); and
 - tenant's liability; providing cover for loss or damage from a specified insured event to the landlord's carpets, fixtures and fittings at the home the tenant rents and where the tenant's contents are kept;
- legal liability

Optional covers including:

- Lessee/Tenant Default and Damage for landlords who may experience financial loss if the tenant fails to pay their rent or intentionally damages contents owned by the landlord;
- Business Items for business owners and workers who may experience a financial loss if business equipment, instruments or tools are accidentally lost or damaged;
- Specified Jewellery and Contents Accidental Loss or Damage for owners of valuable personal items who may experience a financial loss if those items are lost or damaged.

What are the likely objectives, financial situation and needs of customers within the target market?

This Buildings and/or Contents Insurance product is designed to allow customers to tailor their cover under their policy by having the ability to select an appropriate sum insured value and options to meet their likely objectives, financial situations and needs as set out in the table below. The ticks indicate the needs and objectives that each product has been designed for, and the crosses indicate what each level of cover has not been designed for.

Needs and objectives	Cover for	Buildings	Contents
	Loss or damage caused by an insured event	✓	✓
	Legal liability	✓	✓
	Tenants liability	✗	✓
	Temporary accommodation	✓	✓
	Contents accidental loss or damage	✗	⊙ Optional cover
	Buildings accidental damage	⊙ Optional cover	✗
	Contents in commercial storage	✗	⊙ Optional cover
Business Items	✗	⊙ Optional cover	

	Cover for	Buildings	Contents
Needs and objectives	The following product features are specific to where the homeowner is a landlord and this is noted on the policy:		
	Landlord's loss of rent	✓	✓
	Landlord's furnishings	✓	✗
	Lessee/Tenant Default and Damage	⊙ Optional cover	⊙ Optional cover
Financial situation	<p>This product is designed for a target market who have the financial means to pay premiums in line with the chosen payment frequency, applicable excesses, fees and government charges, and have the means to pay amounts that may exceed any policy limits in the event of a loss, with consideration given to a customer's personal circumstances, such as if they are facing hardship or are otherwise vulnerable.</p> <p>Considerations to a customer's financial situation include the ability to:</p> <ul style="list-style-type: none"> • select an annual or monthly premium payment frequency; and • where applicable, vary the premium amount by modifying the selected basic excess. 		

The PDS outlines specific coverage, all optional and extra covers, limits and exclusions for each product.

Why the product is appropriate for customers in the target market

Youi has assessed that the product, including its key attributes and eligibility criteria, is likely to be consistent with the class of customers within the intended target market because:

- customers have flexibility with choosing sum insured amounts for loss and damage cover to suit their likely objectives, financial situation and needs; and
- the product allows for flexibility with choosing excesses, cover options and payment frequency options.

Distribution conditions

Youi Buildings and/or Contents Insurance can only be purchased from the Youi website or contact centre. Youi employees are monitored and can only sell Youi Buildings and/or Contents Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them (such as product-specific sales scripting and application processes). When completing a quote, the Youi website and contact centre sales and application processes includes a number of questions (including 'knockout questions') that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Buildings and/or Contents Insurance will only be distributed to customers within the target market for this product by helping ensure that Youi representatives have adequate knowledge of the policy terms and conditions, combined with the Youi application processes that are designed to identify instances where a policy is not suitable for the applicant.

Reporting

Youi collects information and prepares reports to improve our products and service in accordance with the examples of key reporting data in the following table.

Reporting data	Frequency
Complaints data including the number and nature of any complaints	Quarterly
Sales and performance data including: <ul style="list-style-type: none"> • total sales; • renewal success rates; • initial policy cancellation rates; and • subsequent policy cancellation rates. 	Quarterly
Claims data including: <ul style="list-style-type: none"> • average claims turnaround; • percentage of claims rejected; and • percentage of claims withdrawn. 	Quarterly
Dealings of product outside of TMD	As soon as practicable after becoming aware of the matter, and no later than 10 business days
Any feedback, regulatory orders or directions regarding the product or its distribution that are received from: <ul style="list-style-type: none"> • a regulator; • the General Insurance Code Governance Committee; or • the Australian Financial Complaints Authority. 	As soon as practicable after becoming aware of the matter, and no later than 10 business days

Reviewing this document

A review of this TMD will be completed no later than one year from the publication date and subsequently at annual intervals or where a review trigger has been identified. We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as:
 - claims ratios;
 - policy sales;
 - policy renewal rates; and
 - cancellation rates.
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above review triggers occurring.

Questions?

If you have any questions about our products or this TMD, please contact us on **13 YOUI (9684)**.

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