

# Target Market Determination

## Generation Life FuneralBond

This target market determination (TMD) is made under section 994B of the *Corporations Act 2001 (Cth)*. It sets out the target market of customers (investors) for the product, triggers to review the target market and certain other information.

This document is not a summary of the product, the product rules of the product, or the Product Disclosure Statement (PDS) for the product. It does not (and is not intended to) set out a summary of the terms or features of the product.

This document does not (and is not intended to) provide or constitute financial product advice. The target market described in this TMD is general in nature only and does not make any statement or representation that a particular person is or is not in the target market described in this TMD. This TMD does not take into account the objectives, financial situation and needs of any particular person and no representation is made as to whether or not the product is suitable for any particular person.

Prior to making any decision in relation to the product, investors should obtain and consider the PDS available at [genlife.com.au](http://genlife.com.au), and obtain financial product advice if necessary.

<b>Product name</b>	Generation Life FuneralBond
<b>APIR code</b>	ALL4732AU
<b>Product issuer</b>	Generation Life Limited ABN 68 092 843 902 AFSL no. 225408 (Generation Life, us, we, or our)
<b>Date of this TMD</b>	5 October 2021

An investment in the product is subject to investment risk, including delays on the payment of withdrawal proceeds and the loss of income or the principal invested. While any forecasts, estimates and opinions in this material are made on a reasonable basis, actual future results and performance of the product may differ materially from the forecasts, estimates and opinions set out in this TMD. No guarantee as to the repayment of capital, the performance of the product or any rate of return described in this TMD is made by us or any other person.

This material is not intended for distribution to, or use by, any person in any jurisdiction or country where such distribution or use would be contrary to local law or regulation.

Generation Life, and its officers, employees, agents and advisers, believe that the information in this TMD and the sources on which the information is based (which may be sourced from third parties) are correct as at the date of this TMD. While every care has been taken in the preparation of this TMD, no warranty of accuracy or reliability is given and no responsibility for the information is accepted by Generation Life, or its officers, employees, agents or advisers. To the fullest extent permitted under law, Generation Life excludes all liability for information provided in this TMD.

# Target Market

## Likely objectives, financial situation and needs of customers (investors) in the target market

## Product description

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### Investment objectives

Investors (individuals and joint individuals aged at least 18 years) seeking to achieve one or more of the following objectives:

- to save for funeral expenses in a tax-effective manner;
- to qualify for, manage or improve entitlements to Government social security benefits; and/or
- to achieve a desired level of after-tax investment growth (based on the investor's risk appetite, selected investment options, desired investment timeframe and after-tax return expectations).

The product is an investment bond that is an investment-linked life policy designed to save for funeral expenses. The product is governed by the *Life Insurance Act 1995 (Cth)* and subject to APRA regulation. An investor is a policyholder and the life insured.

The product is a 'tax paid' investment where no assessable amounts are required to be declared by the investor prior to their death.

Additional investments can be made by an investor to fund the reasonable costs of a funeral.

There is no need to provide Generation Life with a tax file number. No tax reporting on the product is required prior to the death of the investor.

Ownership of the product can be transferred to a nominated funeral director as part of a pre-paid funeral arrangement.

The product provides for the payment of costs for one funeral.

Switching between investment options within the product does not result in a personal capital gains tax liability to an investor.

The product qualifies for an exemption for both assets and income tests for Age and Department of Veterans' Affairs pension purposes provided contributed amounts do not exceed prescribed allowable limits.

The product's investment earnings are not distributed to the investor prior to death, which can help an investor who receives Government benefits (such as the Commonwealth Seniors Health Card and Family Tax Benefits) that are assessed on an investor's assessable income.

An investor can nominate that their investment is invested in (via a benefit fund) one or more of the investment options, covering a range of risk profiles and asset classes, as well as diversified investment options, low cost indexed investment options and Responsible Investing investment options, where the assets of the investment options are managed by professional and experienced third party Australian and international investment managers.

The investment options give investors the opportunity to save for future funeral expenses through the generation of income, capital growth or a combination of both.

Investors can elect to have their portfolio of investment options automatically re-balanced every year in line with their selected default investment strategy.

Periodic investment via a regular savings plan is available.

The product is protected from creditors under the *Bankruptcy Act 1966 (Cth)* in certain circumstances. This protection applies to the investment bond itself as well as any proceeds from the investment bond received on or after the date of bankruptcy, provided it wasn't the intention of the investor to defeat creditors by investing in the product.

**Likely objectives, financial situation and needs of customers (investors) in the target market**

**Product description**

**Financial situation**

Investors in one or more of the following financial situations:

- investors with investable assets that meet the minimum product investment requirements;
- investors seeking to enter into a pre-paid funeral arrangement; and/or
- a recipient or prospective recipient of Government benefits or entitlements.

There is a minimum initial investment of \$1,000 and a minimum additional investment of \$500. An investor can invest as much as needed to meet the reasonable costs of their funeral expenses.

In relation to other product features that are relevant to the other financial situations, see above.

**Needs**

Investors that have one or more of the following investment needs:

- seeking to acquire the product either as part of a diversified portfolio of assets or on a standalone basis to fund future funeral expenses;
- the ability to invest in a wide range of investment options that provide investment strategies across a range of asset classes and investment managers covering capital stable through to higher risk investment strategies based on the investor's risk appetite and investment objective, with the ability to switch between investment options as desired;
- flexibility to transfer ownership to a nominated funeral director as part of a pre-paid funeral arrangement;
- the ability to make initial and additional investments (including regular investments) within regulatory limits; and/or
- a desire to have a level of investment decision-making control.

The product can be acquired to achieve any number of investment objectives described above, including:

- holding the product (with exposure to a diversified range of investment options) over time as part of a diversified portfolio held by the investor; or
- holding the product on a standalone basis, given that diversity of investment options, or where the investment objective is to achieve a benefit for a nominated beneficiary or other third parties.

The product has an investment term of 99 years, however, benefit payments either to the investor's estate or to the funeral director (where ownership has been transferred as part of a pre-paid funeral arrangement) can only be made following the death of the investor.

All investment proceeds are invested by Generation Life in benefit funds held in accordance with the *Life Insurance Act 1995 (Cth)*, the product's rules and APRA regulation. The benefit funds are invested in the investment options described in the PDS in accordance with investors' preferences.

The product's investment options available are set out in the PDS and provide for recommended minimum investment periods and disclosed risk levels that correspond to risk levels represented by the Standard Risk Measure (SRM) developed by the Association of Superannuation Funds of Australia and the Financial Services Council. The available investment options cover most SRM risk levels.

The investment options available with the product are exposed to different types of assets with different levels of liquidity, although it may be stated on a general basis that most underlying assets of the investment options are liquid in the sense that Generation Life reasonably expects that such assets can be generally realised at market value within 30 days.

**Appropriateness of the target market and product attributes**

The product, including its key attributes, is likely to be consistent with the likely objectives, financial situation and needs of investors in the target market on the basis of:

- the relationship between the key attributes of the product and the target market as set out in this TMD;
- the terms of issue of the product;
- our assessment of the risks and benefits of the product; and
- our assessment of the likely investor outcomes of the product.

## Distribution conditions

This product can be distributed either directly via our website [genlife.com.au](http://genlife.com.au) or via third party financial advisers.

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### All distributors

This product may only be offered and/or issued in accordance with the product's terms and conditions detailed in the PDS (as amended from time to time).

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### Advisers

Advisers must be authorised to provide personal financial product advice in respect of, and deal in, investment linked life policies.

Advisers must:

- confirm to us that the acquisition of the product is consistent with the personal financial product advice provided by the adviser;
- confirm to us that the adviser believes the customer is within the target market described in this TMD; and
- explain to us that, if the customer is not within the target market described in this TMD, the reason for recommending the investment to the customer.

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### Directly

Each investor must provide all information and answer all questions required under the application form to determine the investor's profile and read and accept the terms of the PDS.

### Appropriateness of the distribution conditions

The distribution conditions will make it more likely that the investors who acquire the product are in the target market on the basis of:

- the restrictions imposed by, and level of supervision required under, the terms of any distribution agreements entered into by us and the third party distributors of the product;
- our assessment of third party distributors based on their performance against professional standards, conduct and behaviours as required or expected by the Australian Securities and Investments Commission (ASIC) from time to time;
- any other relevant information about a third party distributor, about which we are aware; and
- our experience of direct distribution of our products.

## Review triggers and review periods

### Review triggers

The following events and circumstances are considered likely to indicate that this TMD may no longer be appropriate and a review of this TMD may be required:

- where we consider that there has been a material change to the product offering, product description (including its key attributes), or taxation consequences on investors in the product;
- where we consider that there has been a material change to legislation that may materially impact the product or the usage by investors;
- a significant number, or an unexpectedly high number, of complaints about the product's appropriateness or its distribution that would reasonably suggest that the TMD is no longer appropriate;
- a significant number of unexpected withdrawal requests over a 12-month period (excluding maturities and death benefit payments) that would reasonably suggest that the TMD is no longer appropriate;
- a significant dealing(s) in this product that is inconsistent with this TMD that would reasonably suggest that the TMD is no longer appropriate; and
- any inquiry, surveillance, direction, notice, investigation or enforceable instrument by or from ASIC about or relating to the product's features, target market or distribution strategy that would reasonably suggest that the TMD is no longer appropriate.

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### First review date

5 October 2023.

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### Review periods

Every 24 months from the date of the last review of the TMD (for whatever reason).

## Distributor reporting

Information to be reported	Reporting period	Provider	
<b>Complaints</b>	The number of complaints in relation to the product's design, features, availability and distribution (including where no complaints have been received), the substance of such complaints and outcomes of the complaints having regard to customer privacy.	Within 10 business days following the end of each calendar quarter commencing from the date of this TMD.	Adviser
<b>General feedback</b>	General feedback (if any) relating to the product and its performance.	Within 10 business days following the end of each calendar quarter commencing from the date of this TMD.	Adviser
<b>Significant dealings</b>	To the extent the distributor is aware, particulars of any significant dealing not consistent with this TMD, including the reasons why the customer is outside the target market and whether such dealings occurred in the context of the giving of personal advice in relation to the product.	As soon as practicable, but no later than 10 business days after becoming aware of the significant dealing.	Adviser
<b>Dealings outside of the target market</b>	To the extent the distributor is aware, particulars of any dealings where a customer is outside of the target market, including the reasons why the customer is outside of the target market and whether such dealings occurred in the context of the giving of personal advice in relation to the product.	At the time of application for the product is made or as soon as practicable, but no later than 10 business days following the end of each calendar quarter commencing from the date of this TMD.	Adviser