TARGET MARKET DETERMINATION FOR SUREPLAN BODY TRANSPORTATION FUNERAL FUND (BTFF)

A 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 the BTFF's design and distribution framework for the product.

This document is **not** a product disclosure statement and is **not** a summary of the product features or terms of the product. This document does not consider any person's individual objectives, financial situation or needs. Persons interested in acquiring this product should carefully read the Product Disclosure Document for the BTFF before deciding whether to buy this product.

Target Market Determination

Name of product	Sureplan Body Transportation Funeral Fund
TMD date	10 June 2026
TMD Version	2
TMD end date	N/A
Product description	BTFF is a life insurance product that offers a funeral insurance cover, of up to $3,000, for the actual cost of transporting a consumer's body from their place of death to their chosen funeral director.
Key product attributes	• A once only premium of $250; • BTFF provides funeral benefit cover if the consumer dies within Australia outside a 70 km radius from their normal place of residence; • Covered expenses include body transportation and other related preparation, containment or documentation costs up to a maximum of $3,000; • In the first 24 months of membership, a funeral benefit will only be paid in the event of accidental death; • Applicants must be less than 85 years of age; • Applicants must be existing members of Sureplan Friendly Society Ltd; • Friendly society issued funeral insurance may provide an additional tax benefit at the time a funeral benefit is claimed, in the form of a tax rebate of tax due on the growth component of the paid-out benefit; • There is a 30-day cooling off period.
Issuer name	Sureplan Friendly Society Ltd (Sureplan)
Issuer AFSL	245522
Issuer ABN	70 087 649 456

Target Market

The Target Market is the class of persons who are the type of customer set out below, who have the needs and objectives set out below and are in the financial situation set out below.

Approach to target market

TMD indicator key

The Consumer Attributes for which the product is likely to be appropriate have been assessed using a red/amber/green rating methodology with appropriate colour coding:

In target market	Potentially in target market	Not considered in target market

Instructions

Column 1 in the tables below list various Consumer Attributes applicable for the class of consumers considering this product and Column 2 indicates the BTFF's consistency according to the three indicators above.

Generally, a consumer is unlikely to be in the target market for the product if:

- **one or more** of their Consumer Attributes correspond to a **red** rating, or
- **three or more** of their Consumer Attributes correspond to an **amber** rating.

Type of Customer

The customer can only be an individual.

Consumer Objectives

The BTFF's target market encompasses a consumer who wishes to take out funeral insurance to cover the risk of incurring additional funeral costs if they die outside a radius of 70 km from their normal place of residence. A consumer who requires body transportation funeral insurance:

- As part of a funeral pre-planning process.
- As they are likely to travel outside a 70 km radius of their normal place of residence;
- As they wish to be buried near their place of residence;
- That provides a benefit of $3,000 or less.

Age at commencing funeral insurance

Age (yrs)	Product consistency with target market	Product description including key attributes:
Under 18		Membership is restricted to under 85 years of age. As a body transportation funeral insurance, it may not be suitable for a minor.
18-40		
41-85		
Over 85		

Travel intentions

Travel intentions	Product consistency with target market	Product description including key attributes:
Unlikely to travel more than 70 km from normal residence.		Cover is limited to consumer's death occurring in Australia outside a 70 km radius of their normal place of residence.
Likely to travel more than 70 km from normal residence, within Australia.		
Wants product for protection when travelling overseas.		

Sureplan Membership

Member of Sureplan	Product consistency with target market	Product description including key attributes:
Is a member of Sureplan Gold or Sureplan Family Fund.		Only Sureplan members are eligible to obtain the BTFF insurance. To be a member of Sureplan, a consumer needs to be a member of Sureplan Gold or Sureplan Family Fund.
Is not a member of Sureplan Gold or Sureplan Family Fund.		

Life expectancy at time of commencement	Product consistency with target market	Product description including key attributes:
Less than 2 years		BTFF provides cover for death from any cause after 24 months. For the initial 24 months it provides cover for accidental death only.
More than 2 Years		

Life Expectancy at time of commencement

Desire to be buried near place of residence

Burial intention	Product consistency with target market	Product description including key attributes
Desires to be buried near normal place of residence.		BTFF provides cover for the transportation of a member's body back to their normal residential area.
Unsure if body needs to be returned to residential area.		
Content to be cremated/buried where deceased.		

Appropriateness

For consumers aged less than 85 who have a life expectancy greater than 2 years, the BTFF provides a comprehensive cover of up to $3000 to assist with the expense of bringing their body back to their normal residential area, should they die within Australia more than 70 kms from normal place of residence. The cover offered by BTFF, for a once only premium of $250, is appropriate as the average claim over the last decade is $1,249.

Distribution Channels and Conditions

The distribution of the BTFF policy is limited to the following channels:

Distribution Channel	Distribution Condition
AFS licence holder	Funeral insurance is a financial product under Section 763 of the Corporations Act.
Funeral service employee	Exemption granted under reg 7.6.01(ta) of the Corporations Act.
Direct distribution	Via Sureplan's website and member recommendation. TMD related information is clearly provided in the Sureplan Gold/BTFF PDS to assist consumers in determining whether

	Sureplan BTFF meets their needs and objectives.

Sureplan considers that the distribution conditions will make it likely that consumers who purchase a BTFF policy are in the target market because:

a) Sureplan's website content and advertising material is directed towards consumers in the target market; and
b) Of the past performance in relation to the distribution of the BTFF via these established distribution channels (particularly funeral services employees).

Review Triggers

A review of the TMD is required when any of the following review triggers has occurred:

a) ASIC reportable significant dealing outside of TMD.
b) Transfer or re-classification of BTFF.
c) Significant or unexpectedly high number of complaints (as defined in section 994A(1) of the Act) regarding product design, product availability or any distribution condition that suggests this TMD is no longer appropriate.
d) Material changes to the key product attributes, terms and/or conditions that reasonably suggests that this TMD is no longer appropriate.
e) The use of Product Intervention Powers, regulator orders or directions in relation to the distribution Sureplan Gold which might reasonably suggests that this TMD is no longer appropriate.
f) A significant breach event relating to the design or distribution of Sureplan BTFF which would reasonably suggest (i) Sureplan BTFF is unsuitable for a particular cohort of consumers and/or (ii) the TMD may no longer be appropriate.

Where a review trigger has occurred, or another event or circumstance has occurred, that would reasonably suggest that the determination is no longer appropriate, this TMD will be reviewed within 10 business days.

Maximum period for reviews

Review periods	Maximum period for review
Initial review	1 year and 3 months
Subsequent review	3 years and 3 months

Distributor Information Reporting Requirements

Regulated persons	Requirement	Reporting deadline
All distributors	A distributor should advise of any significant dealing outside the TMD.	Within 10 business days of distributor becoming aware of event.
All distributors	A distributor should advise of any non-significant dealing outside the TMD.	Within three months of distributor becoming aware of event.
All distributors	A distributor is aware of a complaint where the nature of the complaint refers to product design, product availability and distribution conditions.	Within 10 business days of distributor becoming aware of complaint.

Distributors to be advised to email info@sureplan.com.au with reportable TMD issue and upon receipt this will be forwarded to the Managing Director and Business Development Manager for actioning.