Harland Green Pty Ltd
Suite 303, 25 Lime Street, Sydney NSW 2000
Ph: (02) 9542 2651 E: enquiries@harlandgreen.com
ABN 34 667 663 970 AFSL 552093

Farming-All-Risk Insurance | Target Market Determination

About this document

This Target Market Determination (TMD) applies to Harland Green's Farming-All-Risk Product Disclosure Statement dated 22 June 2026 (**Product**). It has been prepared in accordance with the product design and distribution obligations set out in the *Corporations Act 2001* (Cth) and outlines:

- the class of customers the Product has been designed for, as well as the class of customers for which it is not appropriate,
- the Product's distribution conditions,
- the review triggers and ongoing review processes to ensure the Product is offered appropriately and continues to meet the needs of its target market, and
- the reporting obligations applicable to the Product.

This TMD applies only to individuals and small businesses (which employ less than 100 people if a manufacturing business or otherwise less than 20 people) that acquire cover under the Industrial Special Risks Policy section of the Product for loss, destruction or damage to domestic buildings, contents and personal property as a "*retail client*" (as defined under the Corporations Act). It does not apply to persons that acquire the Product as a "*wholesale client*". This TMD does not provide any financial product advice relating to the Product and does not take into consideration the needs, objectives and financial situation of individual customers. The terms and conditions of the Product are set out in the PDS.

Terms used in this TMD, which are defined in the Corporations Act, have the same meaning as under that legislation.

1. Issuer

Harland Green Pty Ltd (**Harland Green**) is authorised to issue the Product on behalf of Certain Underwriters at Lloyd's of London. References in this TMD to Harland Green are to Harland Green acting on behalf of Certain Underwriters at Lloyd's of London.

2. Date from which this Target Market Determination is effective

This TMD is effective from 1 July 2026 and applies to all Products issued or renewed after that date.

3. Class of customers that fall within the target market

3.1 Product description and key attributes

The Product is designed for commercial farming operations, providing coverage for farm and domestic property, business interruption and legal liabilities to third parties. That includes cover for loss, destruction and damage to the following property for retail clients, subject to the deductible stated on the schedule:

- Domestic Property, which means buildings and contents occupied as residences of the insured or their employees, including garages, carports, patios, swimming pools, tennis courts, driveways and landscaping, and also includes all fixtures, furniture, fittings and improvements that are used for domestic purposes.

- Personal Property, which means personal items used for domestic purposes that are not "*Domestic Property*" as defined, including clothing, portable items, electronic equipment, sporting equipment and jewellery.

The Product also provides cover for the theft and fraudulent misuse of a credit or debit card and for the burn out of electric motors.

3.2 Likely objectives, financial situation and needs

Customers in the target market for the Product as retail clients will likely:

- need and want reinstatement and replacement cover for the loss, destruction and damage of domestic buildings and contents and personal property on a commercial farm which belong to the customer or for which they are responsible or have assumed responsibility to insure; and
- be able to pay premiums for the Product, including government charges, fund any deductibles when claims occur and financially contribute to any amounts for loss, destruction or damage that is not covered by the Product, having regard to their personal circumstances and vulnerability or hardship considerations.

3.3 Target Market Description

The Product is appropriate for customers who:

- own and/or operate a commercial farm in Australia; and
- need cover for loss, destruction and damage of domestic buildings, domestic contents and/or personal property on the commercial farm which belong to the customer or for which they are responsible or have assumed responsibility to insure.

The Product is not appropriate for customers:

- where the annual revenue of the commercial farm is less than $100,000;
- where the annual revenue from non-farming activities, including contracting for others, exceeds 20% of the total revenue from commercial farming and non-farming activities;
- who need cover for domestic buildings, domestic contents and/or personal property without any cover for commercial farming assets;
- whose domestic buildings are under construction, erection, alteration, addition or demolition, where the total contract value at any one location exceeds either 10% of the limit of liability or $500,000;
- who need cover for flood or loss, destruction or damage from water, the action of the sea, tidal wave or high water, unless that cover is agreed with the Insurer; or
- who do not maintain their property to a reasonable standard or condition.

Harland Green also considers other underwriting criteria, such as loss history, in determining whether or not to offer coverage.

3.4 Consistency with target market

The Product is likely to be appropriate for customers in the target market because its features, terms, and conditions align with the characteristics of the target market description by providing cover for the loss, destruction and damage of domestic buildings, domestic contents and/or personal property on a commercial farm. Ongoing monitoring and review processes (described below) aim to confirm that the Product continues to meet the expectations and requirements of the target market.

4. How the Product can be distributed and distribution conditions

The Product will only be distributed by employee authorised representatives of Harland Green who have received appropriate training on the features of the Product and its appropriateness for customers in the target market. Harland Green will ensure its employee authorised representatives only issue the Product to, and renew it with, customers in the target market through the application of underwriting criteria (contained within its underwriting guidelines as agreed with the Insurer) to customer information provided for quotation purposes.

Harland Green will also carry out ongoing monitoring and reporting of Product performance and customer feedback to ensure sales practices align with the TMD. Strict adherence to these distribution conditions helps mitigate the risk of the Product being sold to customers for whom it is not appropriate.

5. Reviewing this Target Market Determination

Harland Green will review this TMD regularly to ensure it remains appropriate and continues to meet the product design and distribution obligation requirements. Reviews will be conducted at least every two years.

Harland Green will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

- a significant dealing occurring outside the target market;
- a material changes in relevant laws or regulations;
- a material change to the Product or its distribution;
- complaints or other feedback that indicate that the Product is no longer appropriate for the target market;
- claims denials that indicate that the Product is no longer appropriate for the target market;
- a material adverse change in the Product's performance metrics, including loss ratios and claim acceptance rates; or
- feedback from a regulator, the Code Governance Committee (**CGC**) or the Australian Financial Complaints Authority (**AFCA**) which indicates that the Product is no longer appropriate for the target market.

The review process will include analysis of sales data, complaints, and feedback from distributors to identify trends or issues that may indicate that the TMD is no longer appropriate. Where necessary, amendments will be made to the TMD to ensure its ongoing alignment with the likely needs, objectives and financial situation of customers in the target market, and to maintain compliance with regulatory obligations.

6. Reporting and monitoring this Target Market Determination

Harland Green monitors compliance with this TMD based on information in its own possession, including:

- any significant dealings that are inconsistent with the TMD, which it reviews as soon as practicable;
- any feedback received from a regulator, CGC or AFCA, which it reviews as soon as practicable;
- customer complaints and other feedback received in relation to the Product, which it reviews as soon as practicable; and
- claims denials and performance metrics relating to the Product, including loss ratios and claim acceptance rates, which it reviews on a monthly basis.

This information assists Harland Green to identify any patterns of distribution outside the intended target market and to take corrective action where necessary.