



BLUE
ZEBRA
INSURANCE

**PRODUCT DESIGN &
DISTRIBUTION POLICY**

Blue Zebra Insurance Pty Ltd (BZI, Blue Zebra) have created a consumer centric, targeted and principles-based approach to designing and distributing our products. We aim to design our products to ensure they are target market plausible and appropriate to the customers likely needs, objectives, and financial situation within the Target Market and; is competitive within the market and delivers value for money.

THE PURPOSE OF THIS POLICY

The purpose of this policy is to detail BZI's product design and distribution approach to ensure:

- Blue Zebra meets its regulatory obligations under the Corporations Act 2001 and ASIC RG 274 Product Design and Distribution Obligations (PDDO);
- Our products are likely to be consistent with the objectives, financial situation and needs of the Customers in the target market; and
- Our robust product design steps align to our risk management framework with comprehensive decision support, through complete and consistent processes including assessment procedures for determining that products are designed and distributed in alignment the Target Market's likely needs.

BLUE ZEBRA'S APPROACH TO DESIGN AND DISTRIBUTION

Phase	General approach to the design and distribution of our products
Design	<p>The following guiding principles are used when designing any Blue Zebra product:</p> <p>Price - Products will be designed so they are priced to provide value for customers within the selected target market and shareholders and can be supported by cost effective insurance arrangements.</p> <p>Service - Design simple products that are easy to understand, sell and service.</p> <p>Trust - Offer products and features that provide value to a customer, by meeting their needs.</p> <p>Each step in the design process undergoes Target Market, financial, risk and compliance analysis to evidence the suitability of development.</p>
Phase	General approach to the design and distribution of our products
Target Market	<p>The Blue Zebra Target Market Determination (TMD) statements detail the class of customers the product is likely to be suitable for, what the product does, how it meets those customer's likely needs, objectives and financial situation, and the nature and scale of risks presented.</p> <p>Blue Zebra will aim to take reasonable steps to ensure that the insurance product is distributed in accordance with the TMD for specified distribution channels.</p> <p>Blue Zebra publishes TMDs on our website and associated distributor websites to provide distributors and customers with clarity on who the product is intended for, and who it is not and how the product is offered to customers.</p>
Distribution	<p>Blue Zebra's Products can only be purchased through an intermediary authorised by BZI. BZI has contractual arrangements with brokers (including their Authorised Representatives) who are appropriately licensed to sell their products, and as part of their licensing these brokers have adequate training to provide this product to their customers.</p>
Monitoring and Review	<p>BZI has a range of supervision and monitoring procedures and provides training and support regarding the process to follow for getting quotes for this product and administering the policies once purchased.</p> <p>BZI undertakes regular product reviews to monitor product performance, customer outcomes and distribution within the Target Market.</p> <p>All product design and distribution approvals follow the relevant approval process and changes are informed to the relevant committees through the Product Governance standards.</p>

Document Owner: BZI Chief Operating Officer

Approver(s): The approval process involves selecting team members from Blue Zebra with a focus on risk and compliance in their roles, along with nominated external parties from key stakeholders.

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Contact: If you have any questions in relation to the design and distribution of Blue Zebra's products, you can contact us at compliance@bzi.com.au.