



Target Market Determination: MyWay Protect

Effective 16 April 2025

About this document

This target market determination (**TMD**) has been prepared by Camplify Co (Australia) Pty Ltd ACN 603 217 287 (**Camplify**) for and on behalf of MyWay Mutual Holdings Limited ACN 684 595 757 (**MyWay Mutual**). This TMD is current as at 1 May 2025 and relates to a product called MyWay Protect that is issued by MyWay Mutual.

This TMD is designed to help the existing and potential Camplify members, and its staff understand the types of people for whom MyWay Protect is suitable for (**Target Market**).

References to “we”, “us” or “our” mean MyWay Mutual as the product issuer and Camplify as the company responsible for offering MyWay Protect.

This TMD describes:

- Who MyWay Protect is suitable for and who it is not suitable for;
- How MyWay Protect will be distributed;
- How often we will review this TMD, and when the next review will occur;
- What events or circumstances may trigger a review of this TMD;
- The information that we need to decide if the TMD is no longer appropriate; and
- Our reporting obligations for this TMD.

This TMD is not intended to provide any financial product advice and does not form part of the terms of MyWay Protect. In addition to the key eligibility requirements outlined in this TMD, the product is subject to eligibility criteria as determined by MyWay Mutual from time to time.

When making a decision about whether you are in the Target Market and whether you should purchase MyWay Protect, please review this TMD and the MyWay Protect Product Disclosure Statement and Protection Wording (**PDS**) for the relevant terms, conditions, and exclusions. MyWay Mutual’s Constitution contains important information about the rights of MyWay Mutual members, including their right to have their claim considered by the Mutual’s board, and the PDS explains the way that discretionary mutual risk protection works. A copy of this document can be found at <https://mywaygroup.co/myway-mutual/myway-mutual-myway-protect-australia/>.

Please use the PDS to understand the meaning of any capitalised terms used in this TMD which are not defined in this document.



Effective date and operation of TMD

The effective date of this TMD is 15 April 2025 (**Effective Date**). The TMD will apply to MyWay Protect, which is issued to MyWay Mutual members on or after the Effective Date. The TMD applies until it is replaced or withdrawn. We may review this TMD at any time.

Product description

MyWay Protect is intended to provide protection to owners of RVs which are registered for hire on the Camplify Platform in Australia. Whether protection applies to both Personal Use and On-Hire use, and the extent of On-Hire protection, depends on the category of Camplify membership selected by the RV owner (see the PDS for the membership categories and protection provided for each category).

RVs are any motorhome, campervan, caravan, camper trailer, tow vehicle, or other category of recreational vehicle approved for hire on the Camplify platform.

MyWay Protect is designed for RV owners seeking protection to mitigate financial loss, relating to:

- Accidental Damage to their RV, its Contents, and Awning or Annexe caused by an Accident, hail, storm, flood, fire, theft, and/or malicious damage; and
- Their legal liability for accidental death or injury to other people or loss or damage to property of others in connection with the use of the RV.

MyWay Protect is subject to terms, limits, and conditions. In particular:

- Certain benefits are only available to certain Camplify membership classes or for a limited duration (e.g., Flexible members are not covered for Personal Use and only have protection for On-hire for a maximum of 40 days per 12-month period);
- Eligibility criteria applies in respect of the RV protected for Damage;
- Specific RV hiring requirements apply;
- Pay out limits apply for Total Loss to the RV; and
- There is no protection for Fair Wear and Tear.

Please refer to the PDS for full details. MyWay Protect is a discretionary mutual risk product. It is **not** a contract of insurance and may not be suitable for people who require a contract of insurance.

Target Market

People in the Target Market will hold a current membership with Camplify and propose to On-Hire their RV via the Camplify Platform.

MyWay Protect is suitable for someone who:	MyWay Protect is not suitable for someone who:
Is an RV owner and a resident in Australia under 85 years of age.	Is over 84 years of age.
Wants protection for their RV whilst On-Hire via the Camplify Platform and wants to become a member of MyWay Mutual.	Is a BYO member on the Camplify Platform and has insurance to protect their RV when it is On-Hire.
Wants protection when they or an Immediate Family Member uses their RV for their own social, domestic, and leisure purposes (Personal Use).	Wishes to obtain protection for an RV but does not meet the eligibility criteria as set out in the PDS and is not willing to meet those criteria.
Owns a commercially manufactured RV. Note: RVs fitted out by the Owner can only be protected, with MyWay Mutual's approval.	Wants protection for hire of their RV, and this hiring arrangement will happen outside the Camplify platform.
Maintains their RV in a roadworthy condition, including conducting regular maintenance in line with manufacturer's recommendations.	Wants protection for their RV when driven on unsealed tracks, beaches, or other unsealed surfaces unless it is a gazetted road or access road to a recognised campground.

MyWay Protect is designed for people who are eligible to become a Member of MyWay Mutual and whose likely objectives, financial situation, and needs are described below.

Likely objectives, financial situation, and needs	
Objectives	MyWay Protect is designed for RV owners who seek financial protection for Damage or legal liability relating to their RV, both during Personal Use and On-Hire via the Camplify Platform.
Financial situation	May face financial strain as a consequence of Damage to their RV during Personal Use or On-Hire, but have the means to pay any Excess and other associated costs when making a claim on MyWay Protect.
Needs	RV Owners who are looking for protection from a number of key risks associated with owning an RV and making it available for hire on the Camplify Platform. They are willing to participate in a mutual discretionary risk protection arrangement where their claims will be assessed at the discretion of the Mutual's board in line with the Constitution and the terms of the Protection Wording to access this tailored protection.

MyWay Protect is likely to be suitable for a Camplify member who owns an RV and who has the objectives, financial situation, and needs described above because:

- It provides cover for the types of Damage events that RV owners in the Target Market are seeking to be protected against; and
- It is designed for RV owners who require protection with the key attributes described above.

Each RV owner will need to consider whether MyWay Protects meets their own objectives, financial situation, and needs.

Marketing and Distribution

MyWay Protect is only available to members of Camplify who also take out membership of MyWay Mutual. Mutual membership categories are aligned with the Camplify membership categories, with RV owners having the same category of membership with both Camplify and MyWay Mutual.

Membership of MyWay Mutual and MyWay Protect can only be arranged through Camplify and its employees and the Camplify website or app.

Camplify has been chosen because of its knowledge, experience, and specialisation in servicing the Target Market. MyWay Protect can only be provided to a person if it is reasonable to conclude that they are in the Target Market. We have distribution conditions in place to help ensure that MyWay Protect is only sold to people in the Target Market. These conditions include:

- MyWay Protect is not able to be distributed outside of the Camplify Platform;
- Requesting information relating to the eligibility criteria to determine whether the Camplify member can become a Member and come within the Target Market set out in this TMD – it is not available to anyone else;
- Representatives of Camplify involved in offering or arranging MyWay Protect are appropriately trained, understand the market this product is designed for and how to identify customers falling within and outside of the Target Market; and
- Internal processes and systems are in place to support distribution of MyWay Protect to people in the Target Market.

TMD Reviews

The amount and values of claims accepted, and the number of claims declined, are reviewed quarterly by the Mutual's board and as part of the annual review. This enables the protection to be evaluated with consideration of the scope of cover, limits, and price to be adjusted if necessary, so that the product continues to meet the needs of MyWay Mutual members.

The first review of the TMD will occur within 12 months of the date of this TMD. Subsequent reviews will occur at least every two years after the end of the previous review. This TMD will be reviewed earlier if any event or circumstance occurs that would reasonably suggest that the Target Market is no longer appropriate, or this product is no longer consistent with the likely objectives, financial situation, and needs of people in the Target Market. These events or circumstances are called **review triggers**.

Review triggers that could reasonably suggest the TMD is no longer appropriate would include:

- We make a significant change to the eligibility criteria for MyWay Protect.
- We make a significant change to the product, including the benefits or exclusions.
- Trends in claims suggest that this product is not performing appropriately for the target market.
- There is a sudden and unexpected change in claims volume and values.
- There is a relevant and significant change or event affecting a reasonable proportion of people in the Target Market (e.g., a change in law or regulation).
- There is a high level of complaints about the product and/or distribution relating to the appropriateness of this product for the Target Market.
- A significant dealing in MyWay Protect occurs.
- Significant changes in other metrics relating to the suitability of MyWay Protect for MyWay Mutual members, including but not limited to cancellations of Membership and/or MyWay Protect, higher incidence of declined claims, and increased Member complaints.
- We make a significant change to the way MyWay Protect can be distributed by Camplify and its representatives.
- There is a material defect in the PDS for the product, which reasonably suggests that the TMD is no longer appropriate.
- Feedback, orders, or directions from a regulator or external dispute resolution body like AFCA that suggest this TMD is no longer appropriate.

If we decide we have enough information to identify that a review trigger has occurred, we will review this TMD within 10 business days of our decision.

Reporting

MyWay Protection Pty Ltd is appointed by MyWay Mutual to administer MyWay Protect, including providing claims and complaint handling services. MyWay Protection will provide information to MyWay Mutual about complaints regarding MyWay Protect within 10 business days after each Complaint Reporting Period.

Information will include the volume of complaints, subject matter, and action taken to resolve the complaints. MyWay Mutual will closely monitor the level of complaints about the product and distribution, as well as rectification action undertaken, and will intervene if necessary. For the purpose of this TMD, each 6-month period from the Effective Date is a Complaints Reporting Period.

Significant dealings in MyWay Protect will be reported as soon as practicable and investigated within 10 business days. Any feedback, regulatory orders, or directions received from a regulator such as ASIC in respect of MyWay Protect will be reported to the Mutual's board as soon as practicable and investigated within 10 business days.



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