

# **Product Disclosure Statement (PDS)**

Drop Bear Insurance - Novelties Only

## **Target Market Determination (TMD)**

### **Drop Bear Insurance - Novelties Only**

#### **1. Product Description**

Drop Bear Insurance is a novelty insurance product designed for entertainment and humour. It is not underwritten by any insurer and offers no real insurance protection or financial cover.

#### **2. Target Market**

- Individuals seeking novelty or gag gifts.
- Customers aware that this product is for humour and entertainment only.
- Persons interested in Australian folklore and jokes related to 'Drop Bears.'

#### **3. Product Features**

- Coverage is purely fictional and symbolic, with a maximum payout of \$1 AUD.
- No actual insurance policy or legal rights are granted.
- Cancellation requires a \$50 AUD fee paid in advance.

#### **4. Appropriateness for Target Market**

This product is not suitable for individuals seeking genuine insurance protection or financial risk mitigation.

#### **5. Distribution Conditions**

The product is distributed only with clear disclaimers that it is a novelty item and does not provide real insurance coverage.

#### **6. Review Triggers**

- Customer complaints indicate misunderstanding of the product nature.
- Regulatory changes require updates to product communication.
- Changes to the product terms or distribution occur.

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### **7. Important Notice**

Drop Bear Insurance is a novelty product and does not offer any form of insurance or financial protection. Buyers should seek genuine insurance from licensed providers for actual coverage.