

Bendigo Life[®] suite of life insurance products

What is the purpose of this Financial Services Guide (FSG)?

This FSG is issued by, and provides information about, three key organisations involved in providing you with financial services in relation to the Bendigo Life suite of life insurance products.

They are:

AIA Financial Services Limited (AIAFS)

ABN 68 008 540 252, AFSL 231109

Peakbound Four Pty Ltd (Peakbound)

ACN 605 191 446

Bendigo and Adelaide Bank Limited (Bendigo Bank)

ABN 11 068 049 178, AFSL 237879

The purpose of this FSG is to help you to make an informed decision about whether to use the financial services we can provide to you. It contains information on:

- who we are and how we can be contacted;
- the services we offer to you;
- how we and other relevant persons are remunerated;
- how complaints are dealt with; and
- other disclosure documents you may receive.

Other disclosure documents you may receive

If a recommendation is made to you to acquire an insurance product, or an offer to arrange the issue of an insurance product is made to you, you will be provided with a Product Disclosure Statement (**PDS**). The PDS contains information about the particular product, including any relevant risks, benefits and significant characteristics of the product. It contains important information about the product that will assist you in making an informed decision. You should read the PDS carefully. You will need to decide if the product offered is appropriate to your needs and objectives. The PDS contains important information about the product that will assist you in making an informed decision. If you are not sure if the product meets your needs, you should obtain independent advice before making a decision whether to purchase the product.

In some cases, you may receive a Short-Form Product Disclosure Statement (**Short-form PDS**) related to an insurance product. The short-form PDS contains a summary of the PDS.

If you are seeking financial advice that takes into account your personal financial situation, you should contact a licensed financial adviser. Any adviser providing you with personal financial product advice should provide you with a Statement of Advice (**SOA**) where required by law. The SOA will usually include (among other things) the following information:

- the nature of the advice given and the basis of the recommendations;
- fees and commissions that may be received for the advice;
- any associations, relationships or interests that may influence the advice provided.

About Bendigo Bank

“Bendigo Life” is a registered trade mark of Bendigo Bank.

Financial services provided by Bendigo Bank in connection with Bendigo Life

Bendigo Bank provides financial services under its own Australian financial services licence and is not as an authorised representative of AIAFS. Bendigo Bank is authorised to provide advice and to arrange for someone to deal in life products limited to life risk insurance products as well as any products issued by a Registered Life Insurance Company that are backed by one or more of its statutory funds.

When it comes to the Bendigo Life suite of products, Bendigo Bank is an approved distributor and provides general advice through the issue of direct marketing and other communications to its customers. In providing these services, Bendigo Bank acts on its own behalf, not yours.

Bendigo Bank is also authorised by a number of other financial product providers to distribute their financial products. For further information about the full range of financial services that Bendigo Bank is authorised to provide, please refer to the full Bendigo Bank Financial Services Guide at www.bendigobank.com.au.

As an approved deposit taking institution regulated by the Australian Prudential Regulation Authority, Bendigo Bank is exempt from the compensation arrangements required for Australian Financial Service licensees.

About AIAFS, Licensee

AIAFS is the holder of a financial services licence (AFSL 231109) and is authorised to deal in and provide advice in relation to life insurance products. AIAFS is a wholly-owned subsidiary of AIA Australia Limited ABN 79 004 837 861 AFSL 230043 (**AIA Australia**).

The only life insurance products AIAFS distributes are those issued by AIA Australia.

AIAFS has a guarantee from AIA Australia in relation to compensation arrangements for clients (including as a result of a dispute or complaint). This guarantee is approved by ASIC and exempts AIAFS from a requirement to have professional indemnity insurance.

Authorised financial services offered by AIAFS

AIAFS is authorised to provide advice and to deal in the Bendigo Life branded insurance products issued by AIA Australia, referred to as the Bendigo Life suite of products. AIAFS does not act on your behalf.

AIAFS provides general product advice in relation to the Bendigo Life suite of products through a call centre operated on AIAFS's behalf and when AIAFS distributes promotional material in relation to the Bendigo Life suite of products. AIAFS deals in a financial product when AIAFS arranges the issue of Bendigo Life insurance.

AIAFS also provides general product advice through information on the Bendigo Life website www.bendigolife.com.au.

About Peakbound, Authorised Representative

Peakbound is an authorised representative (Authorised Representative No. 1008307) of AIAFS.

Authorised financial services offered by Peakbound

PeakBound is authorised under an agreement with AIAFS to arrange for the issue of various financial products, including the Bendigo Life suite of products.

Peakbound provides general product advice through information via a call centre and when Peakbound distributes promotional materials in relation to Bendigo Life. Peakbound deals in a financial product when Peakbound arranges the issue of any the Bendigo Life suite of products.

Peakbound sub-authorises individual employees in order that they can provide financial services to you by telephone on behalf of AIAFS. These services may include inbound and outbound customer service calls to assist you in applying for the Bendigo Life suite of products and to answer any factual product queries you may have. The services will not take into account the appropriateness of the Bendigo Life suite of products in meeting your objectives, financial situation or needs.

Peakbound employees follow procedures set by Peakbound and may also provide you with factual product information which has been prepared and authorised by AIAFS. In providing these services, these employees act on AIAFS' behalf, not yours.

AIAFS has agreed to this sub-authorisation and has authorised the distribution of this FSG by Peakbound.

How AIAFS is paid for its services

If you purchase a product from the Bendigo Life suite of products, AIA Australia will receive the premiums you pay and also returns from investing those premiums. This is the only amount you pay.

AIAFS does not receive any commissions in relation to the authorised services AIAFS provides in relation to the Bendigo Life suite of products. However, AIA Australia pays AIAFS a distribution fee calculated by reference to the gross operating expenses of AIAFS.

Please also see the "Remuneration arrangements may change" section below.

How Peakbound is paid for its services

AIAFS (or another entity nominated by AIAFS) may pay Peakbound for time and materials used at an effective hourly rate of up to \$80 for each hour that a Peakbound representative spends providing services in relation to the Bendigo Life suite of life insurance products. The actual effective rate over a period may depend on various business factors, including the volume of premium associated with Bendigo Life policies sold by Peakbound representatives during the period.

These payments are not additional charges to you and are not in addition to the total premium you pay.

Peakbound employees providing the service are remunerated by salary and may qualify for a bonus dependent on their individual performance against objectives. Such bonus payments are calculated monthly, based on pre-determined criteria including, amongst other things, the volume of sales for the month, the number of hours staff members have worked and staff member performance measured against agreed service levels and will not exceed 20% of their basic remuneration. In addition, Peakbound employees may, subject to team performance, participate in a rewards structure that is general "in kind" rather than an additional cash payment.

Please also see the "Remuneration arrangements may change" section below.

How Bendigo Bank is paid for its services

Bendigo Bank is also a distributor of the Bendigo Life suite of products. Bendigo Bank is a distributor only and does not sell, issue or guarantee these products.

A commission of up to 20% (plus GST) of the premium received for each Bendigo Life insurance policy issued is paid to Bendigo Bank by AIA Australia for the services provided by Bendigo Bank in relation to the Bendigo Life suite of products.

The commission and fees are not additional charges to you and are not in addition to the total premium you pay.

Bendigo Bank may also receive other benefits from AIA Australia Limited including funding of distribution and marketing campaigns.

Bendigo Bank staff are paid salaries, not commissions. Staff may be eligible for an annual bonus payment that is based on a number of factors. These include performance against growth projections, personal development and customer service standards. Where permitted by law, staff may also receive non-monetary benefits from product providers, such as tickets to events or corporate promotional merchandise.

Please also see the "Remuneration arrangements may change" section below.

Remuneration arrangements may change

The remuneration arrangements described in this FSG are subject to applicable law and regulatory guidance. Where the legislative and regulatory guidance covering these remuneration arrangements is changed, despite anything to the contrary in this FSG, AIAFS and AIA Australia may change the remuneration arrangements so that they will not pay any remuneration on terms that conflicts with that legislative and regulatory guidance.

Instructions about Bendigo Life

If you want us to provide information and instructions in relation to the Bendigo Life suite of products you can do so by contacting AIAFS or Peakbound. See our contact details in the "Our contact details" section.

Who can you talk to if you have any concerns?

If you have any questions or concerns, you can contact AIAFS on 1800 333 613 or Peakbound on 1800 104 338. Alternative ways to contact these organisations are listed in the contact details section below.

You can request more information about remuneration or other distributor benefits within a reasonable time after you receive the Financial Services Guide by calling the numbers above.

We have an internal dispute resolution system which seeks to resolve any complaints or disputes that may arise in relation to these financial services. Please contact either AIAFS or Peakbound by calling the numbers above. If you are not satisfied with our response you can lodge your complaint with the Financial Ombudsman Service (FOS) Australia, by contacting:

Financial Ombudsman Service Limited
Email: info@fos.org.au
Website: www.fos.org.au
Mail: GPO Box 3, Melbourne VIC 3001
Phone: 1800 367 287

Our contact details

AIAFS, Licensee (enquiries in relation to Bendigo Life)

Telephone: 1800 104 338
Website: www.bendigolife.com.au
Postal address: PO Box 6143, Melbourne VIC 3004

Peakbound Four Pty Ltd, Corporate Authorised Representative

Telephone: 02 9191 1667
Website: www.peakbound.com.au
Postal address: Level 1, 219–241 Cleveland Street,
Strawberry Hills NSW 2012

Bendigo and Adelaide Bank Limited

Telephone: 1300 BENDIGO (1300 236 344)
Website: www.bendigobank.com.au
Postal address: The Bendigo Centre, Bendigo, Victoria 3550