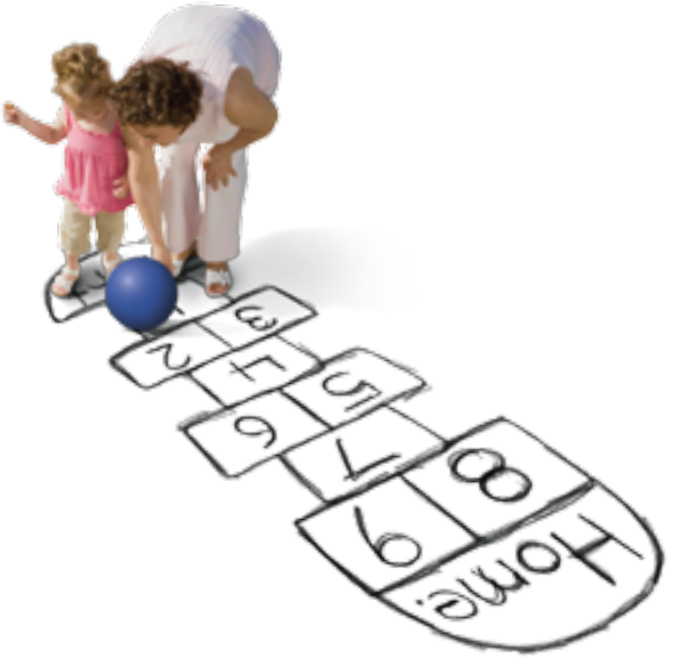


GE Money Life Protect

Secure your future  
with one simple plan.



Combined Product Disclosure Statement,  
Financial Services Guide and Policy Terms.  
Prepared on 27 July 2009



**GE Money**

Simplifying money matters

This Product Disclosure Statement (**PDS**) is issued by Hallmark Life Insurance Company Ltd. ABN 87 008 446 884, AFSL No. 243469 trading as GE Money.

This PDS contains information about GE Money Life Protect, an **optional insurance** that is available to you. The PDS will help you to:

- Decide whether this product meets your needs; and
- Compare this product with others.

You should consider the appropriateness of the information in the PDS having regard to your own objectives, financial situation and needs before deciding whether to apply for a policy.

## About GE Money.

GE Money is the trading name of Hallmark Life Insurance Company Ltd. which is registered as a life insurance company under the Life Insurance Act 1995.

### Contact Us.

GE Money

**GPO Box 3997, Sydney, NSW, 2001**

**Ph:** 1300 301 195 (8am to 7pm Sydney time)

**Fax:** 1300 131 105

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## Policy Document.

This document explains the cover your policy provides. If you do not understand any part of the policy please phone us on 1300 301 195.

### Eligibility.

You can apply for GE Money Life Protect if you meet all of the following criteria:

- You are aged between 18 and 61;
- You are a permanent Australian Resident; and
- You are permanently residing within Australia at the time of the application.

Subject to the terms of the policy wording, GE Money Life Protect will pay:

- The Sum Insured shown on your Policy Schedule if you die (**Life Benefit**) or suffer a terminal illness that is expected to result in your death in less than 12 months (**Terminal Illness Benefit**); and
- \$10,000 advance if you die (**Advance Payment Benefit**).

### Features and benefits.

#### Life Benefit.

This is the amount that we will pay if you die during the Period of Insurance. The benefit paid will be the amount specified in your Policy Schedule as the Sum Insured. This amount will be reduced by the Advance Payment Benefit, which will be paid on the lodgement of the claim.

#### Terminal Illness Benefit.

This is the amount that we will pay if you suffer a Terminal Illness during the Period of Insurance that is expected to result in your death in less than 12 months. The benefit amount paid will be the amount specified in your Policy Schedule as the Sum Insured. The diagnosis

of the terminal illness and prognosis must be made by a specialist medical practitioner approved by us. If we pay a Terminal Illness Benefit, your policy will end.

### Advance Payment Benefit.

The Advance Payment Benefit is a \$10,000 advance payment of the Life Benefit, which we will pay if you die during the Period of Insurance. The benefit can be used for the cost of a funeral or for any purpose, and will be paid once we receive a certified copy of the death certificate. Payment of the Advance Payment Benefit reduces the Life Benefit by \$10,000.

## What levels of cover are available?

You can choose from 5 levels of cover:

\$100,000, \$200,000, \$300,000, \$400,000 or \$500,000.

Benefit	Benefit Details
<b>Life Benefit*</b>	If you die during the Period of Insurance, we will pay the Sum Insured shown in the Policy Schedule.
<b>Example:</b> Your policy has a sum insured of \$100,000. If you die, we will immediately pay the Advance Payment Benefit of \$10,000 and then pay a further \$90,000 on acceptance of the claim.	

Benefit	Benefit Details
<b>Terminal Illness Benefit*</b>	If you are diagnosed with a terminal illness during the Period of Insurance, we will pay the Sum Insured shown in the Policy Schedule.
<b>Example:</b> Your policy has a sum insured of \$200,000. If you become terminally ill with a life expectancy of less than 12 months, we will pay \$200,000 upon acceptance of the claim.	

\*We will pay either the Life Benefit or the Terminal Illness Benefit under the policy, but not both.

Benefit	Benefit Details
<b>Advance Payment Benefit</b>	We will pay an advance amount of \$10,000 of the Life Benefit in order to meet funeral or other immediate expenses, upon receipt of a death certificate.
<b>Example:</b> Your policy has a sum insured of \$300,000. If you die during the Period of Insurance, we will immediately pay \$10,000 to help cover funeral or other expenses whilst your full claim is being assessed.	

## Premiums.

Premiums are calculated based on your age, gender, smoking status and the cover you select. That means the premium increases if you choose a higher level of cover, if you are a male, if you are a smoker and as your age increases.

Your premium is fixed for the first 5 years of the policy and will only increase every 5 years after that providing an increase is due under your plan.

The first premium due date is shown on the Policy Schedule. Premiums can be paid monthly or annually in advance on the anniversary of the Policy Effective Date, and will be deducted from the account you authorise us to debit. Depending on weekends and public holidays, the deduction will be made as close as possible to the premium due date.

If you have chosen an annual premium you can calculate the annual premium by multiplying the monthly premium by 11. The premium for the first year of cover will be a reduced amount to allow for the (30) days free cover. This means, you can calculate the first year of annual premium by multiplying the monthly premium by 10.

We also reserve the right to review premiums for all policyholders with benefits of the same type under this kind of policy. Where this results in an increase to your premium, this will be applied on your next 5th year anniversary.

Premium rates will be adjusted accordingly as a result of any applicable governmental tax changes.

**For a full premium quote, please call 1300 819 098.**

**Example premiums.**

	<b>John</b>	<b>Tom</b>
Age	29	29
Smoker Status	Non-Smoker	Smoker
Level of Cover	\$100,000	\$100,000
Monthly Premium	\$16.60	\$25.90

	<b>Sarah</b>	<b>Kate</b>
Age	35	35
Smoker Status	Non-Smoker	Smoker
Level of Cover	\$200,000	\$200,000
Monthly Premium	\$19.30	\$33.60

	<b>Peter</b>	<b>Chris</b>
Age	42	42
Smoker Status	Non-Smoker	Smoker
Level of Cover	\$300,000	\$300,000
Monthly Premium	\$64.00	\$123.85

**Increasing your level of cover.**

You can increase your level of cover at any time by calling 1300 301 195. Provided you meet our acceptance requirements we can process your upgrade immediately. Premiums will be adjusted to reflect any changes in acceptance criteria, for example, if you stopped smoking, your premiums could reduce.

## What happens if you do not pay your premium?

You need to pay the premiums when they are due, to keep your policy in force. If we cannot deduct the premium from your account on the due date, we will give you 31 days grace from the premium due date to pay. If you do not pay the premium within this period we may cancel the policy. If we decide to cancel the policy, we will advise you in writing and give you 28 days notice of our intention.

## Policy exclusions.

We will **not pay** a benefit if your death or terminal illness:

1. Is the direct or indirect result of suicide, attempted suicide or an act of self-harm within 13 months of the start, increase of or reinstatement of the policy (in relation to an increase in the sum insured of the policy, only in respect to that increase); or
2. Occurs while you are committing or attempting to commit a criminal offence.

## Cooling-off period (your right to return the policy).

You have a 30 day cooling-off period from the date we process your application, to review your policy and ensure it meets your needs. If you change your mind within 30 days after you receive your policy you can cancel without charge, providing no claim has been made.

## Cancelling your policy.

### During the cooling-off period.

If you change your mind within 30 days after you receive your policy, you can cancel and obtain a full premium refund (if you paid any), providing no claim has been made.

## After the cooling-off period.

You can cancel the policy at any time after the cooling-off period by contacting us. The cancellation will be effective from the day we receive your request.

## When does your cover end?

Your policy ends if any of the following occur:

- Policy anniversary following age 70;
- We receive written notice from you to cancel the policy;
- You receive a Terminal Illness Benefit,
- You die (whether a benefit is paid or not), or
- We cancel the policy for non-payment of premiums.

If your policy is cancelled, it can only be reinstated if we agree and after you provide any information we require enabling us to assess whether to reinstate cover.

## Making a claim.

You can make a claim by either:

- Calling 1300 301 195 during business hours (8am to 7pm Sydney time) Monday to Friday; or
- Writing to GE Money at PO Box H63 Australia Square, Sydney NSW 1215.

## What happens after you send us your completed claim form?

We will process your claim according to our service standards, which are outlined below.

### Claims service standards – our promise to you.

We are committed to providing you with a high level of service at all times:

- If requested, we will send a claim form to you within four working days.
- Within five working days after receiving the claim form and all the necessary evidence, we will decide whether to pay the claim, deny the claim or ask for further information.

- We will respond to phone requests for information immediately whenever possible, and by the end of the next working day at the latest.

### Supporting evidence.

We may require you to provide further information or documentation about the claim including reports from treating doctors and hospitals at your own cost. For Life Benefit claims, your personal representative will need to send us a claim form. For Advance Payment Benefit claims, we will also require an original death certificate (or a certified copy). For payment of the Life Benefit, we may also ask for a certified copy of a grant of Probate. These will be supplied at your own cost. For Terminal Illness claims, we may require you to undergo an independent medical examination, which we will pay for. We will only do this if the law allows us to.

We may reduce the amount we pay or may refuse to pay the claim if we are disadvantaged because of any delay in notifying us of a claim.

### Who we pay.

For the Life Benefit and Advance Payment Benefit, we will pay a legal personal representative nominated by you or a person we are authorised to pay under the relevant law.

For Terminal Illness Benefits, we will pay you, or if you have died, we will pay your legal personal representative or a person we are authorised to pay under the relevant law.

All benefits will be paid in Australian dollars.

### Complaints.

If you have a complaint, please contact us. We have a free internal dispute resolution procedure which you can access by calling 1300 305 515 or by writing to us.

If your complaint is not resolved by us, you can contact the Financial Ombudsman Service Limited (**FOS**), on 1300 780 808 or [www.fos.org.au](http://www.fos.org.au). This is an independent and impartial body that provides a free external dispute resolution procedure. Please see full contact details for **FOS** on page 18 of this PDS.

## Your duty of disclosure.

Before you enter into a contract of life insurance with us you have a duty, under the Insurance Contracts Act 1984, to disclose every matter you know, or could reasonably be expected to know, that is relevant to our decision whether to accept the risk of the insurance and, if so, on what terms.

You have the same duty to disclose those matters to us before you vary or reinstate your insurance. Your duty, however, does not require disclosure of a matter:

- That diminishes the risk to be undertaken by us;
- That is of common knowledge;
- That we know or, in the ordinary course of our business, ought to know; or
- We have waived your duty to disclose to us.

## Non-disclosure.

If you fail to comply with your duty of disclosure and we would not have entered into the contract on any terms if the failure had not occurred, we may avoid the contract within 3 years of entering into it. If your non-disclosure is fraudulent, we may avoid the contract at any time.

## Privacy notice and consent.

GE Money and its related entities provide insurance, credit products and services. GE Money has engaged AEGON Direct Marketing Services Australia Pty Ltd ("ADMS") (ABN 35 082 524 785) as our representative to market, administer and sell the GE Money Life Protect product.

ADMS, on our behalf, collects information about you to allow both ADMS and GE Money:

- To provide and manage products and services;
- To develop new products and services;
- To perform administrative tasks and manage business operations;
- For planning and product development and research;
- For fraud and crime prevention and investigation;
- To handle insurance claims; and
- To comply with legislative and regulatory requirements.

By applying for insurance through us you consent to us collecting, using and disclosing personal information about you in the ways set out above. You can always opt out of us using your personal information to tell you about our products and services by telling our representative when completing your application or by writing to GE Money at 572 Swan Street, Richmond VIC 3121. You can have access to the personal information we hold about you (subject to the Privacy Act 1988) by using these same contact details.

Without this information we cannot issue an insurance policy to you and provide you these services.

We may also use your personal information to tell you about products and services of GE companies and other offers from third parties that may be of interest to you.

We disclose personal information to third parties to assist us, and them, in providing and managing our products and services. Those third parties may include other GE companies (both in Australia and overseas), contractors, agents, medical practitioners, data analysts, professional advisors, reinsurers, delivery companies, mail houses, call centres, debt collection agencies and claims handlers. We limit the use and disclosure of any personal information we give those parties to the specific purpose for which we give it. We will not disclose your personal information to

a third party located overseas unless there are arrangements in place to protect your personal information.

## Taxation.

As a general rule, premiums paid for your cover will not be tax deductible, nor will the benefits be assessable for tax purposes. Individual circumstances differ, so please direct any taxation enquiries to your tax adviser.

## Governing law.

This insurance is subject to the laws of the State or Territory in Australia where your policy was issued.

## Additional information.

GE Life Protect is not an investment policy and has no surrender value. This means that if you choose to cancel your policy there is no cash payment due to you.

We pay your premiums into a Statutory Fund No. 1 and Policy benefits are paid out of this fund.

If we agree to change your level of cover we will send you a written confirmation of the change. Any updated changes form part of your policy.

Notices will be sent to the last address you gave us. Please advise us immediately if you change your address.

## Policy definitions.

**Life Insured** means you, the owner of the policy named on the Policy Schedule.

**Legal Personal Representative** means:

- an executor or administrator of the estate of a person who has died;
- a trustee of the estate of a person who is under a legal disability; or
- a person who holds a general power of attorney that was granted by another person.

**Medical Practitioner** means a medical practitioner registered in Australia who is not you, a Life Insured, a partner or a relative, or de facto partner of you, or a Life Insured. If practicing other than in Australia, your medical practitioner must have qualifications equivalent to a medical practitioner registered in Australia.

**Period of Insurance** means the period of time you are insured with us.

**Policy Effective Date** means the date upon which cover under the policy begins (which is the date identified as the Policy Effective Date in the Policy Schedule).

**Policy Schedule** means the current schedule attached to and forming part of this policy.

**Premium** means the necessary payment by you to maintain cover under the policy as set out in the Policy Schedule.

**Premium Due Dates** are measured either annually or monthly from the Policy Effective Date.

**Sum Insured** means the amount identified in the Policy Schedule for each Life Insured.

**Terminal Illness** means a medical condition which first manifests itself after the Policy Effective Date and which is reasonably expected to reduce the life expectancy of the Life Insured to less than twelve (12) months, as certified by both:

- the Medical Practitioner treating the condition; and
- a Medical Practitioner nominated by us.

**We/Us/Our** means GE Money, the issuer of the policy.

**You/Your** means the Life Insured named in the Policy Schedule.

# Financial Services Guide.

Issued: 27 July 2009

In this Financial Services Guide (FSG), 'we', 'our', 'us' or 'AEGON' means AEGON Direct Marketing Services Australia Pty Ltd ("ADMS") (ABN 35 082 524 785, AFSL 236657).

AEGON specialises in the marketing and distribution of life risk insurance products. We are authorised to develop direct marketing programs and arrange for the sale of life risk insurance products to retail customers.

AEGON has been authorised under an agreement with Hallmark Life Insurance Company Ltd. ABN 87 008 446 884 AFSL 243469 trading as GE Money to issue life risk products and handle claims.

## INFORMATION ABOUT THIS GUIDE.

This FSG assists you in making an informed decision about whether to use our service. It contains such information as:

- who we are
- how we can be contacted
- what services we can provide to you
- how we and our representatives are remunerated
- details of any associations that may influence the services we provide to you
- details of how to make a complaint

This FSG contains only general information about the services we provide. If you require further information, please ask us.

## Products and services.

We are authorised to provide you with factual information, general financial product advice and deal in life risk insurance products. Our representatives have the same authorisations that we do and act on our behalf when providing services to you.

We cannot, nor can our representatives, provide you with personal financial product advice and cannot tell you whether this product is appropriate for you specifically. You should consider whether the product meets your own objectives and financial situation, and read the Product Disclosure Statement before you make a decision.

We have been authorised under a binder arrangement with Hallmark Life Insurance Company Ltd. to arrange for life insurance to be issued to you and to handle any claims under your insurance policies. This means that we act as their representative when we offer such services to you.

## How you can instruct us.

If you want to provide us with instructions in relation to the financial services we offer, please contact us on the details provided on the following page.

## Remuneration, commission, fees or other benefits.

Hallmark Life Insurance Company Ltd., as the insurer, receives the premium that you pay for the products. AEGON and our representatives are remunerated according to the table on the next page.

Services Provided	Service Provider	Amount
<b>Marketing, Administration and Telemarketing</b>	AEGON Direct Marketing Services Australia Pty Ltd	17% of the premium
<b>Telemarketing</b>	Service Stream Solutions Pty Ltd of Level 12, 555 Lonsdale Street, Melbourne VIC 3000 (Authorised Representative No. 320143)*.	The corporate authorised representatives are remunerated according to the volume and monthly premium of new policies generated for each campaign.
	* These companies have been appointed by AEGON as its Corporate Authorised Representatives to assist AEGON in providing financial services under its Australian Financial Services Licence (AFSL).	Telemarketing staff (individual authorised representatives) may also receive benefits such as gift vouchers and movie tickets if certain sales targets are achieved.

**What to do if you have an enquiry or complaint.**

It is our aim to provide you with the highest level of customer service and we will ensure any enquiries or complaints are attended to promptly. If you have any complaints about the service provided to you, you should tell us of your complaint by getting in touch with us by post or phone:

**The Complaints Officer**  
**AEGON Direct Marketing Services Australia**  
**PO Box H63, Australia Square NSW 1215**  
**Ph: 1300 301 195**

If you are not satisfied with our response to your complaint or if we don't resolve your complaint within 45 days you can contact the Financial Ombudsman Service Limited (**FOS**). FOS is a free, independent dispute resolution service and can be contacted as follows:

### **The Manager**

**Financial Ombudsman Service Limited**

**GPO Box 3, Melbourne VIC 3001**

**Phone: 1300 780 808 Fax: 03 9613 6399**

**Website: [www.fos.org.au](http://www.fos.org.au)**

### [How to contact us.](#)

You can contact us by:

- phone: **1300 305 515**
- post: **The Customer Service Manager  
AEGON Direct Marketing Services Australia  
PO Box H63, Australia Square NSW 1215**

### [Your privacy.](#)

AEGON aims to protect and maintain privacy, accuracy and security of any information you give us. Any information you give us will be used to issue and administer an insurance policy for you. If you do not consent to our collecting your information, we may be unable to issue you with a policy of insurance. We may also use this information to contact you for marketing and research purposes and for providing other products and services to you. If you don't want us to use your information for these purposes, please let us know by calling or writing.

We may disclose your personal information to related companies, business partners, services providers or other third parties (who may be overseas). We will only do this where we are allowed or required to by law, or where you have given your consent. If at any time you want to access your personal information, please call us.

**A copy of our Privacy Policy is available upon request.**

### [No liability.](#)

Hallmark Life Insurance Company Ltd. is not liable for and does not accept responsibility for this FSG.

## Contact Us.

GE Money

**GPO Box 3997, Sydney, NSW, 2001**

**Ph:** 1300 301 195 (8am to 7pm Sydney time)

**Fax:** 1300 131 105



# GE Money

Simplifying money matters