



Financial Services Guide (FSG)

Keep Insurance Co Pty Ltd ABN 31 632 970 382

AFSL No. 531680 (**Keep, we, us, our**)

Issue Date: 20 Aug 2025

Purpose of this document

The purpose of this FSG is to assist you in deciding whether to use our services by giving you information about the type of services we provide, how we are remunerated and your rights when you have a complaint about our services. We recommend that you read and understand this FSG before you engage us to provide you with any financial services. If you have any questions, please get in touch with us.

Additional documents you may receive from us

We offer a dealing service where you can acquire a financial product through our platform. When you use the dealing service, you will receive a Product Disclosure Statement (**PDS**) which provides details about the significant risks and benefits, costs, charges and other significant characteristics or features of any product you wish to acquire. The PDS is provided by the issuer of the product, and not us.

The PDS is provided to you before you acquire the relevant financial product. Each product will have an accompanying PDS. We encourage you to read and understand the PDS before deciding to acquire the relevant product.

Our business and financial services we are authorised to provide

Keep launched in 2022 to create an opportunity for consumers to directly access life insurance products. We offer a comparison service, dealing service and adviser service. Details of our services are included in our terms and conditions, which can be accessed at www.keepinsuranceco.com.au/terms-and-conditions.

We are authorised under our Australian financial services licence (**AFSL**) to provide general advice and dealing services to both retail and wholesale clients for the following financial products:

- life risk insurance; and
- superannuation.

All financial services are provided through our platform, which is an online service.

Our platform may contain general advice about life insurance themes and product features. General advice does not take your personal objectives, financial situation or needs into account. We encourage you to obtain personal advice if you require advice that is tailored to your circumstances.

Products available through Keep

Acquiring or disposing of any financial products may have significant financial consequences and other impacts which may not be reversible. We strongly recommend that you read the terms and conditions (including any PDS) of any financial product before deciding to acquire, vary or dispose it. Our services do not cover every product available in the market, and there are limitations on the scope of our services with respect to the products which are covered by our services. Our services are provided on a general basis and do not consider your personal circumstances. You should consider the appropriateness of our services before relying on them or undertaking any action to acquire, vary or dispose any life insurance product, and if in doubt, seek independent financial advice which considers your personal circumstances.

How can you provide us with instructions?

We are a digital service. You may give us instructions when you use the dealing service and adviser service. You can give us instructions through the platform or by any other means that we agree with you from time to time.

Who do we act for?

The financial services described in this FSG are provided by Keep Insurance Co Pty Ltd. As an AFSL holder we act on our own behalf and we are responsible for the financial services we provide to you.

Fees and charges

There are no additional fees or charges payable by you for using Keep Insurance Co. Keep Insurance Co is remunerated by commission it receives from your selected insurer based on the premiums you pay. This is not an additional cost to you.

The commission we receive in the first year is between 0% and 60% of the first year's annual premium, and then an annual ongoing commission of between 0% and 30% of the annual premium. (excluding GST and stamp duty).

We may rebate a portion of the commissions received from time to time, as agreed with you.

For example:

You take out an insurance policy with TAL where the net premium is \$1,000. Keep Insurance Co will receive \$250 in the first year, being 25% of the net premium. We will receive \$250 in the second year, and for each year thereafter that your policy remains in place.

Other benefits

We may also receive additional benefits by way of sponsorship of education seminars, conferences or training days. Details of any benefits received above \$100 will be maintained on a register which is available to you upon request.

Adviser remuneration

Our team are paid a base salary and do not receive commissions. However, they may be entitled to a discretionary bonus that may be paid by us from time to time. The discretionary bonus does not relate to products acquired by our customers but rather is based on the individual performance of the team member (which is measured by various quantitative and qualitative factors) and our overall performance.

Compensation arrangements

Keep Insurance Co has arrangements in place to maintain adequate professional indemnity insurance as required by s912B of the Corporations Act. This insurance provides cover for claims made against us and our representatives, including claims in relation to the conduct of representatives who no longer work for us but who did so at the time of the relevant conduct.

Referrals and partnership programs

If you are referred to us by a third-party, we may provide a benefit to that third-party which may be in the form of discounted services or the payment of a referral fee. The benefit may arise from an arrangement we have with that third-party or under the terms of a partnership or referral program we are undertaking.

If we refer you to an external party, we may receive a payment from that external party for the referral. The payment will be paid by the external party to Keep Insurance Co at no additional cost to you.

From time to time, we may provide our services using another business's brand or website. In these cases, Keep Insurance Co Pty Ltd is still the provider of the financial services, and we are responsible for those services under our AFSL (AFSL No. 531680).

The other brand may receive a benefit from us in connection with the use of our services, such as a referral fee or marketing support. These arrangements do not affect the cost of the service to you.

Associations

We are required to disclose any associations or relationships between us, our related entities and product issuers that could reasonably be capable of influencing the financial services we provide to you. No such associations or relationships exist.

Making a complaint

We are committed to providing you with exceptional services. However please follow the procedure set out below if you are not happy with our services:

Step 1

Contact us. Our contact details are included below.

Please explain the complaint in detail. We will review the complaint and, if possible, seek to resolve it immediately.

If you are happy with the outcome, you do not need to do anything further. However, if you are not happy with the outcome, please contact us and our compliance officer will review your complaint and the proposed resolution. The compliance officer will contact you with his or her decision.

Step 2

If you are not satisfied with the decision of the compliance officer or we do not respond to you within 30 days after you make the initial complaint, you can contact the Australian Financial Complaints Authority (**AFCA**). We are a member of AFCA which is an independent dispute resolution scheme. You can only complain to AFCA once you have followed the procedure above.

AFCA's details are:

Telephone: 1800 931 678
Website: www.afca.org.au
Mail: GPO Box 3
Melbourne VIC 3001

You may also call ASIC's hotline on 1300 300 630 to make a complaint and obtain information about your rights.

Your privacy

We are committed to protecting your privacy.

We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how you can have it corrected and how to complain where you are not satisfied with how we have handled your personal information.

Our Privacy Policy is available at www.keepinsuranceco.com.au/privacy-policy.

Compensation arrangements

We hold professional indemnity insurance in respect of the financial services we provide. This professional indemnity insurance complies with the requirements of the *Corporations Act 2001* (Cth). The professional indemnity insurance covers all of the financial services we are authorised to provide under our AFSL.

Contact us

Keep Insurance Co Pty Ltd
Suite 303c, Level 3, 276 Pitt Street, Sydney, NSW 2000
+61 488 854 884
admin@keepinsuranceco.com.au



Simple Life Cover
Real cover, real peace of mind.

About Simple Life Cover

“Simple Life Cover” is a business name (trading name) of Keep Insurance Co Pty Ltd (ABN 31 632 970 382, AFSL 531680).

Does Simple Life Cover have any associations or relationships?

“Simple Life Cover” is **not a separate company**. It is a **business name (trading name)** of Keep Insurance Co Pty Ltd (ABN 31 632 970 382, AFSL 531680). When you deal with Simple Life Cover, you are dealing with Keep Insurance Co Pty Ltd.

What advice does Simple Life Cover provide?

Simple Life Cover **provides general advice only** in the following areas:

- Life products, including investment life products and life risk products.

Fees and charges

There are no additional fees or charges payable by you for using Simple Life Cover. Simple Life Cover is remunerated by commission it receives from your selected insurer based on the premiums you pay. This is not an additional cost to you.

The commission we will receive in the first year is 66% of the net* premium you pay. From year two and for each year thereafter that your policy/s remains in place, Simple Life Cover will receive 22% of the net premium you pay. These rates include GST.

*Excludes policy fees and stamp duty

For example:

You take out an insurance policy where the net premium is \$1,000. Simple Life Cover will receive \$660 in the first year, being 66% of the net premium. Simple Life Cover will receive \$220 in the second year, being 22% of the net premium, and for each year thereafter that your policy remains in place. **Will Simple Life Cover pay or receive fees when receiving or making a referral?**

If you have been referred to Simple Life Cover by an external party, we may make a payment to the external party for that referral. The payment will be paid to the external party by Simple Life Cover at no additional cost to you.

If Simple Life Cover refers you to an external party, we may receive a payment from that external party for the referral. The payment will be paid by the external party to Simple Life Cover at no additional cost to you.