

Australian Unity Low Rate Visa Credit Card Target Market Determination

This target market determination (“TMD”) provides information to customers, distributors and Australian Unity staff to understand the class of consumers this product is designed for and our approach to determining that the product is likely to be consistent with the likely objectives, financial situation and needs of the customers to whom the product is distributed.

This TMD does not provide an exhaustive list of the features and terms of the product. This TMD should be read in conjunction with the product’s Conditions of Use, available at australianunity.com.au/banking/terms-and-conditions (“Conditions of Use”). This TMD has been prepared without taking into account any person’s individual needs, objectives, or financial situation.

In this document the terms “Australian Unity”, “we” and “our” refer to the Issuer.

Product Information

Product name	Low Rate Visa Credit Card
Issuer name	Australian Unity Bank Limited
ABN	30 087 652 079
AFSL	237994
ACL	237994
Date of TMD	17 October 2024
TMD version no.	1.1

Key Features of the product

The key features of the product include:

- a competitive interest rate credit card, with an annual fee (refer Conditions of Use)
- a minimum and maximum credit card limit (varies per credit card based on credit card application assessment)
- a credit card limit increase (subject to approval and with cardholder’s consent)
- a purchase interest rate and cash advance interest rate
- a capped interest free period (on purchases only)
- ATM cash withdrawal access (fee and daily limit applies), EFTPOS and online payments where Visa is accepted
- protection against fraud (Verified by Visa, Vigil 24/7 card monitoring)
- up to 4 additional cardholders per account (with no additional annual fee)
- the ability to be linked to multiple Australian Unity transaction accounts

For a detailed product description refer to the Australian Unity website.

Target Market

The target market for this product is people seeking to buy goods and services on credit using a simple credit card with an annual fee.

The likely objectives, financial situation and needs of consumers in the target market include persons who:

- are looking for a simple, no-frills credit card,
- are 18 years old or over,
- want the ability to purchase goods and services at retailers (merchants) who display the Visa logo,
- want a secure method of paying for goods and services online and via EFTPOS,
- want worldwide access to their money anywhere Visa is accepted,
- want access to features like smartphone payments using Apple Pay, Google Pay or Samsung Pay,
- want the flexibility to add additional cardholders to the same credit card account (additional cardholders must either be a joint account holder or an authorised user to the account),
- have sufficient income to support credit card repayments, having regard to other financial commitments, and
- satisfy our credit card application requirements

This product is not suitable for people who want:

- ✗ to use their credit card for large daily cash advances, or cash advances without paying them off monthly (a daily cap and a higher interest rate apply for cash advances)
- ✗ a credit card that offers a loyalty or rewards program

We consider the product is likely to be consistent with the objectives, financial situation and needs of consumers in the identified target market because the product's features are consistent with the identified needs of these consumers.

Distribution Conditions

1. The product is only distributed via the following channels:
 - Digital Online
 - Direct Sales at Australian Unity
 - Third Party Distributor/Mortgage Brokers
2. Products under this TMD can only be issued to consumers who are eligible for the product in accordance with Australian Unity's product application process.
3. Products under this TMD can be distributed either directly by Australian Unity, or by Third Party Distributors/Mortgage Brokers approved by Australian Unity.
4. All distributors must comply with their responsible lending obligations, including making reasonable enquires about a consumer's requirements and financial situation.

We consider that the distribution conditions will make it more likely that the consumers who acquire the product are in the target market because only Australian Unity and Australian Unity-approved distributors are authorised to distribute the product; and all distributors understand the target market this product has been designed for, the product's key features, and the eligibility criteria, and have the requisite skills to distribute the product appropriately. All applications, including those arranged by a third party, are assessed by Australian Unity prior to the product being issued.

Review Triggers

This TMD must be reviewed where any event or circumstance is identified by us or is notified to us that would reasonably suggest the TMD is no longer appropriate. This may include (but is not limited to):

- Identified systemic issues that indicate that the product is no longer appropriate for the target market.
- A significant number of complaints is received from customers in relation to their purchase or use of the product that reasonably suggests that the TMD is no longer appropriate.
- A material change to the product, the terms and conditions of the product or its distribution occurs, which would cause the TMD to no longer be appropriate.
- Any significant dealings that are inconsistent with the TMD.
- Relevant industry feedback, information or notification received from a distributor, industry body or regulator, which would reasonably suggest the TMD is no longer appropriate.

Review of this document

Last Review Date: 17 October 2024

Review Frequency: Every two years after the last review

Distribution Information Reporting Requirements

The following information must be provided to Australian Unity by distributors who engage in retail product distribution conduct in relation to this product:

Type of information	Description	Reporting period
Complaints in relation to the product	Number of complaints	Within 10 business days after each quarter or earlier on an ad-hoc basis.
Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (i.e. why the dealing is not consistent with the TMD)	As soon as practicable, and in any case within 10 business days after becoming aware
General feedback relating to the product (if any)		As relevant