

# Target Market Determination (TMD)

This TMD is issued by BankSA - A Division of Westpac Banking Corporation ABN 33 007 457 141

**Product:** This TMD applies to:

- Amplify Platinum
- Amplify Signature

**Effective date:** 4 October 2024

## Target market class of consumers.

### Product description and key attributes.

These credit cards provide access to a revolving credit facility to make payments and perform other transactions, and offer the ability to earn reward points and receive travel related benefits.

The key product attributes (including the key eligibility requirements) to acquire these products:

### Key product attributes:

- This credit card provides access to a revolving credit facility for everyday purchases and unplanned expenses;
- The revolving credit facility can be accessed by using the credit card anywhere Visa is accepted to do:
  - Card present transactions (including point of sale);
  - Card not present transactions (including online and over the phone);
  - Digital wallet payments (including at point of sale and online);
  - A cash advance and to set up recurring payments.
- Earn reward points on eligible purchases to redeem them to pay for travel, merchandise, gift cards and other items;
- Access to travel related benefits including complimentary travel and purchase insurance covers subject to eligibility conditions;
- Up to 55 days interest free on purchases (cash advances are not covered by this interest free period);
- Access to Plan&Pay to split large purchases or existing balances into regular monthly instalments and repay at a discounted rate over the term of the plan;
- Access to balance transfer by moving balances from one or multiple credit or store cards to a BankSA credit card;
- Spend control options including the ability to limit access to gambling services or apply a temporary block.

### Key eligibility:

- For personal use;
- An individual aged 18 years or over;
- Meet the credit criteria which includes demonstrating the ability to meet repayment obligations.
- Have an Australian residential address.

### **Class of consumers.**

These products are designed for a class of consumers whose likely needs, objectives and financial situation (as set out below) are aligned with the product and the product's key attributes.

These products are for those who:

- Need a credit card that provides access to a revolving credit facility to make payments and perform other transactions, and want the ability to earn reward points and receive travel related benefits.

### **Needs, objectives and financial situation.**

These products are designed for consumers who:

- Need a credit card that provides access to revolving credit to make payments and perform other transactions;
- Want to earn reward points on eligible purchases to redeem them to pay for travel, merchandise, gift cards and other items;
- May want to receive travel benefits including complimentary travel and purchase insurance covers;
- May want an interest free period on purchases;
- May want to access Plan&Pay to split credit card repayments into manageable instalments;
- May want to transfer a balance from one or multiple credit or store cards;
- May want access to spending controls;
- Are able to meet repayment obligations.

These products are not designed for consumers who:

- Are seeking a card with a lower purchase interest rate;
- May want to carry a substantial balance over a prolonged period of time;
- Are seeking a card with a lower annual fee;
- Have a longer-term or specific borrowing need.

### **Alignment to target market.**

These products are likely to be consistent with the likely objectives, financial situation and needs of the class of consumers in the target market. This is based on an assessment of the key terms, features and attributes of the products and a determination that these are consistent with the identified class of consumers.

### **Distribution conditions and restrictions:.**

#### **Distribution channels.**

These products are designed to be sold via the following means:

- Banker assisted channels including in branch, over the phone, mobile bankers, Relationship Managers or Private Banking Team;
- Online channels which includes our website, mobile app and online banking;
- Through an accredited mortgage broker.

#### **Distribution conditions and restrictions.**

These products should only be distributed under the following circumstances:

- If a consumer meets the eligibility criteria for these products;

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- Banker assisted channels, including in branch, over the phone, mobile bankers, Relationship Managers or Private Banking Team, with bankers who:
  - are required to be trained to meet role-based accreditation requirements;
  - are able to discuss the product features, eligibility, interest rates, fees and charges including key differences from other relevant credit card products we offer;
  - have access to tools and resources such as product information and product comparison tools;
  - are required to follow the policies, procedures and systems including in relation to eligibility criteria and assessing the customer's ability to meet repayment obligations.
- Online channels including our website, mobile app and online banking provide customers with access to:
  - information about the product's features, eligibility requirements, interest rates, fees and charges to assist customers to make an informed choice of product;
  - the application process which includes an assessment of meeting product eligibility requirements, including assessing the customer's ability to meet repayment obligations;
  - an optional product selector tool and product comparison tools to assist customers to make an informed choice of product.
- An accredited mortgage broker who:
  - meets our accreditation requirements, including completion of product and regulatory training;
  - holds required industry membership;
  - complies with their agreements in place with us and ensure that brokers meet our broking requirements;
  - is required to use our approved application systems to provide us with the customer's details and product requirements to be assessed by our systems and staff to ensure applications meet our eligibility criteria, including the customer's ability to meet repayment obligations.
- All distribution channels are subject to appropriate controls and/or monitoring.

### Appropriateness of distribution conditions and restrictions .

We have assessed that the distribution conditions and restrictions will make it likely that consumers who acquire the products are in the target market. We consider that the distribution conditions and restrictions are appropriate and will direct distribution towards the class of consumer for whom the products have been designed.

### TMD reviews.

We will review this TMD in accordance with the below:

Initial review	Within 2 years of the effective date.
Periodic reviews	At least every 2 years from the last review.
Review triggers	<p>The review triggers (which reasonably suggest the TMD is no longer appropriate) that may result in an earlier review of the TMD include material changes to the design or distribution of the products including related documentation, material changes in law or taxation policy that may affect the operation of the products, or:</p> <ul style="list-style-type: none"><li>• Significant changes in metrics. These include:<ul style="list-style-type: none"><li>• complaints (e.g., relating to key product attributes, product suitability, and/or sales conduct);</li><li>• high revolve balances where customers carry a substantial unpaid balance over a prolonged period of time;</li><li>• spend active rates - measure of customers using the card to make purchases;</li><li>• reward redemption rates – measure of customers using reward points to redeem them to pay for available travel, merchandise, gift cards and other items;</li></ul></li></ul>

	<ul style="list-style-type: none"><li>• customers experiencing early repayment delinquency.</li><li>• early closure (within 3 months).</li><li>• Distribution conditions found to be inadequate;</li><li>• Any direction from ASIC which requires Westpac to cease distribution of the product;</li><li>• Occurrence of a significant dealing.</li></ul>
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#### Distribution information.

We will collect the following information from our distributors directly or indirectly in relation to this TMD.

Complaints	Distributors will report all complaints in relation to the products covered by this TMD on a daily basis at a minimum. For all other complaints about distribution of the product including conduct complaints, on a quarterly calendar ending in March, June, September and December basis. This will include written details of the complaints.
Significant dealings	Distributors will report, if they become aware of a significant dealing in relation to this TMD that is inconsistent with this TMD within 10 business days of the date of the distributor becoming aware of the significant dealing.
Other information required	The reporting timeframe for a significant dealing: <ul style="list-style-type: none"><li>• within 10 business days of the date of the distributor becoming aware of the significant dealing.</li></ul>