Target Market Determination

Platinum Rewards Visa Credit Card

Bank Australia



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A Target Market Determination (TMD) is a document which describes who a product is intended to be appropriate for based on a consumer's needs, financial situation and objectives (target market). A TMD is not a product disclosure statement and is not a full summary of the product features or the terms of the product. It helps us make sure we're keeping customers at the center of our approach to the design and distribution of our financial products. The design and distribution obligations are intended to help consumers obtain appropriate financial products by requiring issuers and distributors to have a consumer-centric approach to the design and distribution of products. A TMD describes any conditions around how the product can be distributed to customers. It also describes the events or circumstances where we may need to review the TMD.

Product	Platinum Rewards Visa Credit Card
Issuer	Bank Australia Limited | ABN 21 087 651 607 | AFSL/Australian Credit Licence Number 238431
Date of TMD	20 November 2025
Target market	**Description of target market** Retail clients who: • are seeking a non-cash payment facility to make purchases and pay bills on credit, and to manage their cash flow needs • are seeking the ability to use a token-based wallet, for example Apple Pay, Google Pay and Garmin Pay • are aged 18 years or more and meet the credit assessment criteria for the product • are seeking to earn reward points which they can then redeem even if that means higher interest or fees • are seeking complementary travel insurance and concierge services as part of a rewards card even if that means higher interest or fees • are seeking to manage their cash flow using the interest free period (up to 55 days on purchases) • are less likely to carry a substantial balance for a prolonged period

	Description of product, including key attributes • The key attributes are: • Minimum credit limit $1,000 • Up to 55 days interest free on purchases • A variable interest rate • An annual fee applies unless taken as part of an Offset Home Loan • Cash advance fee applies • International transaction fees may apply • Monthly statements • Minimum monthly repayments of 2.5% or $20, whichever is greater For further information refer to Disclosures https://www.bankaust.com.au/ for: • Product terms and conditions • Product fees and rates
Distribution conditions	This product is distributed by the issuer through the following channels: • Contact centre • Online • Branches Distribution conditions for this product include: • ensuring that retail clients meet the eligibility requirements for the product • ensuring that distribution is by appropriately trained staff There are no other distributors for this product.
Review triggers	The review triggers that would reasonably suggest that the TMD is no longer appropriate include: • a significant dealing of the product to consumers outside the target market occurs • a significant number of complaints 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 or the terms and conditions of the product occurs which would cause the TMD to no longer be appropriate • a notification from ASIC requiring immediate cessation of product distribution or particular conduct in relation to the product
Review periods	Date of superseded TMD: 1 July 2025 Next review due: 5 October 2026 Review Period: At least every 12 months from the start date of this Target Market Determination

Distribution information reporting requirements	The following information must be provided to Bank Australia by distributors who engage in retail product distribution conduct in relation to this product:		
	Type of information	**Description**	**Reporting period**
	Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (e.g. why it is not consistent with the TMD)	As soon as practicable, and in any case within 10 business days after becoming aware
	Complaints	Number of complaints and the substance of those complaints	Monthly

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