Target Market Determination
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	Visa Credit Card
Issuer	Bank Australia Limited | ABN 21 087 651 607 | AFSL/Australian Credit Licence Number 238431
Date of TMD	9 November 2026
Target market & product attributes	**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 have available a credit card facility to meet contingencies but want to minimise the ongoing costs of such a facility • are seeking to manage their cash flow using the interest free period 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 is $1,000 • A variable interest rate • Up to 55 days interest free on purchases • No annual fee • Cash advance fees applies • International transaction fees may apply • Monthly statements • Minimum monthly repayments of 2.5% or $20, whichever is greater plus any amount exceeding the credit limit and any overdue amounts. For further information refer to Disclosures bankaust.com.au/support/disclosures for: • Product terms and conditions • Product fees and rates

Distribution conditions

This product is distributed by the issuer through the following channels:

- Contact centre
- Digital channels, including website, Internet Banking and Mobile Banking platform
- 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
- online application process helps customers identify and select the product that best meets their needs and circumstances

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
- evidence that a material number of customers are using the product for purposes inconsistent with the target market

Review periods

Initial Review: The initial review date is 12 months after issue

Ongoing Review: No later than 12 months from the date of publication for this TMD

Ad hoc Review: A review will also occur when a review trigger is activated

Distribution information reporting requirements

All distributors, including Bank Australia where it conducts retail product distribution conduct in relation to this product, must provide the following information:

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
Sales outside the target market	Number of accounts opened outside the target market; and/or balances held in those accounts	Every 3 months, within 10 business days of the end of each calendar quarter

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