

## TARGET MARKET DETERMINATION

## 1. INTRODUCTION

### About this document

This target market determination (TMD) is a document of Horizon Credit Union Ltd trading as Horizon Bank [Horizon]. This TMD seeks to give our customers, staff, product distributors, and other interested parties an understanding of the class of consumers for whom the product described has been designed, how the product is distributed, and related matters. This TMD is not, and should not be construed as, a full summary of the product's Terms and Conditions. Nor is it a substitute for the provision of financial advice. When deciding about the product, consumers should refer to the product's General Terms and Conditions.

### Product to which this Target Market Determination applies

This TMD applies to the Advantage Account (S25) [the product] referred to in [Advantage](#).

### Effective date of this Target Market Determination

This TMD is effective from 12 May 2025.

## 2. CLASS OF CONSUMERS COMPRISING THE PRODUCT'S TARGET MARKET

Below we summarise the class of consumers comprising the target market for the product based on the product's key attributes and the consumer objectives, financial situations, and needs the product has been designed to meet.

### Class of consumers

The product has been designed for consumers who make regular transactions on their account and wish to reduce their banking transaction fees by paying a single flat monthly fee.

### Product description, key attributes, and eligibility criteria

Product description	Key Attributes	Eligibility Criteria
An everyday savings account with a wide range of access options	<p>Monthly fee of \$4 which includes unlimited standard free transactions and a Visa debit card.</p> <p>The \$4 monthly fee is waived if a \$2,000 minimum monthly balance is maintained, or minimum monthly deposits of \$2000 has occurred.</p> <p>18 to 25yr old members will have the fee waived should they deposit a minimum \$500 per month.</p> <p>There is no minimum balance required to open or maintain the account.</p> <p>Banking access facilities include; ATM/eftpos, Online and mobile banking, BPAY and branch access.</p>	<p>Be a member of Horizon Bank</p> <p>Minimum age of 13yrs</p> <p>Account only for personal banking</p> <p>Be a resident of Australia</p> <p>Minimum monthly deposits excludes internal transfers</p>

### Objectives, financial situations, needs

The product has been designed for individuals (outlined below) who:

Consumer Objectives	Financial Situation	Needs product designed to meet
<p>Easy access to funds</p> <p>Frequent transactor</p> <p>Minimise transaction fees</p>	<p>The product is designed to provide customers an account where they are certain of their monthly banking fees.</p> <p>The account is suitable for customers who have the ability to make regular deposits or maintain a minimum monthly balance of \$2000.</p>	<p>The customer needs to have access to the funds with no notice period.</p> <p>The customer uses the account as their main (or one of) transacting account.</p>

### **Consistency with the target market**

The Advantage (\$25) product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of banking access, fee structure and transaction allowances for that class of consumer. This has been determined based on an assessment of the product including its key attributes. Individual customers will need to consider whether this product meets their specific objectives, financial situation and needs.

### **Excluded class of consumers**

The product has NOT been designed for individuals who:

- Are infrequent users of the account
- Do not have the ability to make regular deposits of at least \$2000 per month (\$500 for 18 to 25 year old customers) and/or maintain a minimum monthly balance of \$2000.
- Require an account for business purposes
- Wish to invest their funds in an interest-bearing account

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## **3. DISTRIBUTION OF THE PRODUCT**

### **Distribution channels**

The product is designed to be distributed through the following means:

- In branch
- Via online banking
- By contacting any branch by phone

### **Distribution conditions and restrictions**

The distribution of the product is subject to the following conditions and restrictions:

- Can only be distributed by Horizon bank staff member who is Tier 2 accredited and has received full training for this product

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## **4. REPORTING BY DISTRIBUTORS AND STAFF OF THE PRODUCT**

### **Significant inconsistent dealings**

Staff must report to us immediately they become aware of a significant dealing in the product that is inconsistent with this TMD.

### **Complaints**

Staff must follow the Horizon complaints process and escalate any matter that is inconsistent with this TMD.

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## **5. REVIEWING THIS TARGET MARKET DETERMINATION**

### **Initial review**

We will undertake an initial review of this TMD within 2 years of the effective date (see section 1).

### **Periodic review**

We will undertake periodic reviews of this TMD at least every 2 years from the initial review.

### **Review triggers or events**

We will also undertake a review of this TMD in the following circumstances:

- If we make a material change to the design or distribution of the product
- If a significant inconsistent dealing in the product occurs
- If we receive a significant number of complaints regarding the design or distribution of this product
- If the business performance and value provided by this product indicate the TMD is no longer appropriate.
- If ASIC raises concerns about the product's design or distribution
- If the Australian Financial Complaints Authority or a Court raise concerns about the product's design or distribution
- If the product's design or distribution receive adverse media coverage
- If any other event or circumstance occurs indicating that this TMD may no longer be appropriate.

Where a review trigger or event occurs, we will review this TMD within 10 business days.