

## 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 Visa Debit Card [the product] referred to in [Visa Debit Card](#)

**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 require the ability to make cashless or online purchases, or access cash from an ATM.

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

Product description	Key Attributes	Eligibility Criteria
Card access using your own funds	Unlimited transactions  Pay by phone, online or in person.  Links to Apple pay, Samsung pay and Google pay.  Access to cash via ATM	Be a member of Horizon Bank  Minimum age of 13 years  Be a resident of Australia

**Objectives, financial situations, needs**

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

Consumer Objectives	Financial Situation	Needs product designed to meet
Everyday access to funds	Wishes to conduct spending using own savings rather than on credit	Fast, efficient and secure access via a wide range of platforms

**Consistency with the target market**

The Visa Debit Card 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:

- Under the age of 13
- Prefer to do all banking at a branch
- Do not use online or technology-based banking facilities

---

### 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 are Tier 2 accredited and have received full training for this product

---

### 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.

---

### 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.