

Platinum Visa Credit Card (S78)

Target Market Determination

This Target Market Determination (TMD) is required under section 994B of the Corporations Act 2001 (Cth). It sets out the target market for the product, triggers to review the target market and how the product is distributed.

This document is not a Product Disclosure Statement (PDS) and is not a summary of the product features or substitute for the product's terms and conditions or other disclosure documents. This TMD does not consider any person's individual objectives, financial situation or needs.

Issuer	Unity Bank Limited, ABN 72 087 650 637, AFSL & Australian Credit Licence 238311		
Effective Date	7 March 2025	Next Review Date	7 March 2027
Target Market	Description of Target Market		
	Retail customers who: <ul style="list-style-type: none">are primarily seeking a credit card facility to make purchases on credit and to manage their cashflow needsare seeking to access concierge services and earn reward points which they can then redeem, even if that means higher interest or fees		
	Description of Product, including key attributes		
	This is a credit card facility with a number of key attributes: <ul style="list-style-type: none">credit limits of between \$6,000 and \$75,000varying interest rates for purchases and cash advancesan annual fee of \$299.00no balance transfers1 Qantas Point for every \$1 spent on eligible purchases and access to concierge services wherever you are in the world1 additional Qantas Point for every \$1 spent on selected Qantas products and services in Australiaan interest free period of up to 50 days on purchasesdigital wallet payments, including point of sale and onlinemonthly statementsminimum monthly repayment is the greater of 3% of the amount of the closing balance or \$20.00		
	Additional features, fees, charges, or conditions other than those displayed in this document may be available or applicable. This document must be read together with the Account and Access Facilities Terms and Conditions, Summary of Account and Access Facilities, Fees and Charges Schedule and Interest Rate Schedule.		
	Suitability, Needs, Objectives and Financial Situation		
	This product has been designed for those primarily wanting a credit card facility, to make purchases on credit and to manage their cashflow whilst earning reward points. The <u>crosses indicate</u> where the product is <u>not suitable</u> for retail customers.		
	Prioritise additional benefits and features such as rewards points on card transactions, over low rates and fees	✓	

	Are comfortable accepting a higher interest rate and annual fee for the additional benefits	✓
	Aim to pay off the full outstanding amount at the end of each month	✓
	Seek complimentary concierge services, available 24 hours a day, 7 days a week in Australia and overseas.	✓
	Want the option to roll other balances into the credit card	✗
	Minimum eligibility and account criteria not met	✗
Distribution Conditions	<p>This product is designed to be distributed through the following channels:</p> <ul style="list-style-type: none"> online through our website online through relevant third-party comparison sites targeted advertising by phone or email through our Contact Centre in person through our Service Centres <p>This product can only be issued to those who are eligible and meet the minimum account criteria. All applicants must be:</p> <ul style="list-style-type: none"> aged 18 years or more; a permanent resident of Australia; able to meet our identity verification requirements; and are able to meet the credit assessment criteria for the product <p>Only representatives who have the appropriate levels of authority may advise on and distribute this product. They will have been trained on this product and in particular, the target market and relevant acceptance criteria.</p> <p>All distribution channels are subject to appropriate controls and/or monitoring.</p>	
Reviewing this Target Market Determination	<p>The initial review of this document is within 12 months of product launch. Periodic reviews will be completed every 24 months from the last review.</p> <p>We may also review this TMD sooner if any of the below review triggers occur, or if an event or circumstance has occurred that would reasonably suggest that the TMD may no longer be appropriate:</p>	
	Review Trigger	Description
	Customer Trends	<p>Trends in customer outcomes that are significantly inconsistent with the intended product performance that reasonably suggests the TMD is no longer appropriate including:</p> <ul style="list-style-type: none"> number of accounts that customers opt to close shortly after the product is issued; number of accounts that appear inactive shortly after the product is issued; and unexpected changes in sales trends
	Complaints	<p>Unexpected trends in complaints received from customers in relation to the use of the product including the understanding of risks, conditions suitability and/or key attributes.</p>

	Incidents and breaches	Where deficiencies are identified in the products' design, distribution or disclosure documentation as a result of incidents related to potential breaches of legal or regulatory obligations.
	Material product or distribution channel change	Where material changes are made to the products' key attributes or terms and conditions through any of the distribution channels including but not limited to: <ul style="list-style-type: none"> ▪ Adding, removing or changing a key attribute ▪ A material pricing change to the associated fees and/ or charges which impacts the overall value proposition ▪ A change in our acceptance criteria that impacts on the suitability of the product for the target market; ▪ A substantial change to the distribution strategy or channel(s) of the product.
	External events	<ul style="list-style-type: none"> ▪ There is a change in law or its application, a change in relevant industry code, an AFCA determination, a court decision, or ASIC or other regulatory guidance or action that materially affects the product. ▪ Significant change in economic and market conditions. ▪ Notification from ASIC requiring immediate stop of distribution.
Reporting	We will collect and record details of: <ul style="list-style-type: none"> ▪ Product related complaints received each month from customers or distributors. ▪ Any significant dealing which is not consistent with this TMD. Reporting must be within 10 business days of becoming aware of any such dealing. 	