

# Target Market Determination

## Everyday Account

**Effective Date:** 1 July 2024

**Product issuer:** Bank of Sydney Ltd, ABN 44 093 488 629, AFSL and Australian Credit Licence 243444.

This Target Market Determination (TMD) is designed to provide customers, distributors and Bank of Sydney staff with the appropriate information to understand who these products have been designed for.

Our purpose is to ensure that our customers are at the heart of our approach when designing and distributing our financial products. This TMD is not a substitute for the product's terms and conditions. When making a decision, please refer to the relevant terms and conditions and other disclosure documents.

Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs.

In this document the terms "Bank of Sydney", "we", "us" or "our" refer to Bank of Sydney Ltd.

### Target Market

The **Everyday Account** is designed to provide customers with access to make everyday transactions. This could be through Internet Banking, debit card and direct debits.

#### Description of Target Market and product attributes:

Consumer objectives and needs	Product key attributes
<b>People who want the ability to transact frequently or on a day to day basis</b>	<p>This product provides the following:</p> <ul style="list-style-type: none"> <li>• Visa Debit Card to make payments</li> <li>• Perform online transactions via Internet Banking</li> <li>• Ability to receive and send money from and to other financial institutions, or other Bank of Sydney customers</li> <li>• Set up recurring payments and direct debits</li> </ul>
<b>People who want flexible access methods and channels to manage their money</b>	<p>This account can be accessed and transactions performed via the following methods:</p> <ul style="list-style-type: none"> <li>• Staff assisted channels</li> <li>• Online access</li> <li>• Visa Debit Card access</li> <li>• ATMs</li> <li>• Scheduled payments</li> <li>• Direct debits and credits</li> <li>• Apple Pay and Google Pay</li> </ul>
<b>People who want to earn interest on their everyday money</b>	<ul style="list-style-type: none"> <li>• The account earns a variable rate of credit interest on funds held in the account.</li> </ul>
<b>Negative target market statement</b>	<p>This product is <b>not</b> suitable for:</p> <ul style="list-style-type: none"> <li>• People who want to earn higher interest on their savings;</li> <li>• Locking funds into an account with no access for a determined period of time;</li> <li>• Business purposes.</li> </ul>

### Product eligibility

- All Individuals (individuals below the age of 18 require guardian authorisation);
- Meet Bank of Sydney account opening criteria.

### Distribution Channels and Conditions

This product is designed to be distributed through the authorised distribution channels listed below:

- Bank of Sydney's branches
- Bank of Sydney's website at [banksyd.com.au](https://banksyd.com.au)

### Distribution Conditions and Restrictions

Bank of Sydney will have oversight over how the product is promoted and issued. The product can only be distributed to customers in accordance with our product and process requirements. The following distribution conditions have been determined to help us achieve this. We will:

- Ensure our staff are appropriately trained to understand and be able to discuss the features of the product and meet our regulatory requirements.
- For online applications, submitted via Bank of Sydney's website, applicants must be at least 18 years old and apply for an account on their own name(s) (no Power of Attorney or authorised signatories allowed for online application).

Any advertising relating to this product is directed to an appropriate target market and considered as part of the product distribution process. Advertising can occur through digital channels, direct electronic communications, referral websites and other channels.

### Reviewing this Document

#### Review Periods

**Periodical review:** We will review this TMD within 2 years from the effective date to ensure it remains appropriate.

**Occurrence of review trigger:** We will review this TMD within 10 business days of the occurrence of any review trigger.

#### Review Triggers

We will review this TMD in the event circumstances (called 'review triggers') occur that would reasonably suggest that the determination is no longer appropriate. This includes:

- We make a material change to the product terms and conditions, or account access methods;
- A change in our acceptance criteria that impacts on the suitability of these products for the target markets;
- A material change to the distribution of the products;
- The discovery of a relevant and material deficiency in the disclosure documentation for these products;
- Systemic or significant number of complaints which indicate that any product is no longer suitable for the described target market;
- Changes in product performance metrics; business performance and value provided to customers;
- Changes to legal or regulatory requirements that the Bank must comply with;
- Changes to the product key attributes that would likely impact the customers' needs and objectives; and
- Significant dealing in the product that is not consistent with the TMD.

### Reporting

Distributors will report complaints in relation to the products covered by this TMD as complaints arise.

Our distributors and authorised representatives are required to provide regular and incident-based reporting on key metrics (see the heading "Reviewing this document") to allow us to review this TMD.

Distributors are also required to report to Bank of Sydney if they become aware of a significant dealing in these products which is not consistent with this TMD within 10 business days of becoming aware of such dealing.

### **Record Keeping**

Bank of Sydney and its distributors will maintain records of the reasonable steps they have taken to ensure that these products are sold in a manner consistent with this TMD.

We will also prepare and maintain complete and accurate records of our decisions, and the reasons for those decisions in relation to:

- All target market determinations for these products;
- Identifying and tracking review triggers;
- Setting review periods; and
- The matters documented in this TMD.