

Target Market Determination

MoneyMe Plus

This Target Market Determination (**TMD**) has been prepared in accordance with the *Treasury Laws Amendment (Design and Distribution Obligations and Product Intervention Powers) Act 2019* (Cth) and associated Regulations. TMDs are designed to assist issuers to ensure that the financial products they issue are likely to be consistent with the *likely objectives, financial situation and needs* of the consumers for whom they are intended (the target market) and to assist distributors to ensure that financial products are distributed to the target market.

This TMD is general in nature and should not be construed as financial advice. Consumers should obtain independent advice prior to acquiring the product to ensure that it is appropriate for their particular *objectives, financial situation and needs*.

Product	MoneyMe Plus
Issuer	MoneyMe Financial Group Pty Limited ACN 163 691 236, Australian Credit Licence 442218
Date of TMD	5 October 2021
Target Market	<p><i>Description of target market, including their likely objectives, financial situation and needs</i></p> <p>The product has been assessed as meeting the <i>likely objectives, financial situation and needs of consumers who</i>:</p> <ul style="list-style-type: none"> • meet our eligibility criteria, including (but not limited to): <ul style="list-style-type: none"> – are 18 years of age or older; – are employed on a permanent or casual basis; – are a permanent resident of Australia or having an acceptable work visa (as determined by us); • are seeking a line of credit facility which allows them to purchase goods or services from: <ul style="list-style-type: none"> – retail merchant partners at the point of sale; and/or – other authorised partners, and manage repayments over a set period of time for a fee; • require the flexibility to pay down their balance without charge and make additional purchases; • require the ability to repay the outstanding balance within an interest free period for a reasonable fee; • are able to manage potential fluctuations in interest rate and repayments associated with a variable interest rate; and • are able to complete an online application process. <p><i>Description of product, including key attributes</i></p> <p>The product is a line of credit facility that is used to purchase goods or services (on credit) from retail merchants at the point of sale. Consumers may also be offered a credit limit above the cost of the good or service, which can be used to purchases goods or services at other merchants that partner with MoneyMe.</p> <p>The product's key attributes include the following:</p>

	•	General specifications		
		Minimum loan amount	\$2,000	
		Maximum loan amount	\$50,000	
		Interest free periods available	<ul style="list-style-type: none"> • 6 months • 12 months • 18 months • 24 months • 36 months • 48 months • 60 months 	
		Repayments	Interest free periods	Repayments are 2.5% of total purchase amounts plus admin fee for each purchase plus the monthly fee
			<ul style="list-style-type: none"> • 6 months • 12 months • 18 months • 24 months • 36 months 	
			Interest free period	Repayments are 2.083% of total purchase amounts plus admin fee for each purchase plus the monthly fee
			<ul style="list-style-type: none"> • 48 months 	
			Interest free period	Repayments are 1.66% of total purchase amounts plus admin fee for each purchase plus the monthly fee
			<ul style="list-style-type: none"> • 60 months 	
	•	Fees and charges		
		Interest rate type	Variable	
		Interest rate	19.50%	
		Administration fee	<ul style="list-style-type: none"> • \$49 (for purchases between \$2,000 and \$5,000) • \$99 (for purchases between \$5,001 and \$10,000) • \$199 (for purchases between \$10,001 and \$20,000) • \$299 (for purchases between \$20,001 and \$50,000) 	
		Other fees payable	<ul style="list-style-type: none"> • Monthly fee • Dishonour fee • Overdue account fee 	

- Other specifications

Repayment frequency	Monthly
Redraw	Yes
Early/additional repayments permitted	Yes

Classes of consumers for whom the product may be unsuitable

The product may not be suitable for consumers who:

- do not meet our eligibility criteria;
- require a loan to purchase a single product; and/or
- require the certainty of a fixed interest rate and fixed repayments for the term of the loan.

Explanation of why the product is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market

The product is likely to be consistent with the *likely objectives, financial situation and needs* of consumers in the target market because it provides a credit solution for consumers who are seeking to finance ongoing purchases of goods or services from retail merchant partners at the point of sale. This allows consumers to defer upfront costs, repay the balance over an extended period, and manage affordable payments consistent with their financial situation. Additionally, consumers also have the opportunity to repay the outstanding balance without incurring interest charges, provided the entire debt is repaid within the specified interest free period.

Distribution Conditions

Distribution conditions

The following distribution channels and conditions have been assessed as being appropriate to direct the distribution of the product to the target market:

Distribution channel	Type of distributor	Condition/restriction
Third party distributors	<ul style="list-style-type: none"> • Retail merchant at the point of sale: Assist consumers by referring them to MoneyMe to complete an application online • Other authorised partners: Assist consumers by referring them to MoneyMe to complete an application online 	All applications must be completed and processed by us via our online application process, which contains knock-out questions and flags to determine whether a consumer falls within the target market

Why the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market

The distribution channels and conditions are appropriate because:

- the product has a wide target market;
- we rely on existing distributors, methods, controls and supervision already in place;
- our third party distributors are required to undertake training prior to assisting applicants, and must follow documented procedures, including

	<p>screening consumers prior to an application to determine whether they fall within the target market; and</p> <ul style="list-style-type: none"> our approval system has checks and controls in place to ensure that the product is only distributed to consumers in the target market. 												
Review Triggers	<p>The following events are review triggers that would reasonably suggest that the TMD is no longer appropriate:</p> <ul style="list-style-type: none"> A significant dealing of the product to consumers outside the target market occurs. A significant number of complaints are received from consumers in relation to the product. There is a material change to the product or the terms and conditions. There is a material number of: <ul style="list-style-type: none"> hardship applications; overdue loans; or defaults. There is a significant change to Australian credit laws that affect the product. 												
Review Periods	<p>First review date: 15 August 2022.</p> <p>Periodic reviews: Every 12 months after the initial review and each subsequent review.</p> <p>Trigger reviews: Review to be completed within 10 business days of the identification of a trigger event.</p>												
Distribution Information Reporting Requirements	<p>The following information must be provided to us by distributors who engage in retail product distribution conduct in relation to the product:</p> <table border="1"> <thead> <tr> <th>Type of information</th> <th>Description</th> <th>Reporting period</th> </tr> </thead> <tbody> <tr> <td>Specific complaints</td> <td>Details of the complaint, including the name and contact details of the complainant and the substance of the complaint</td> <td>As soon as practicable, and in any event within 10 business days of receipt of the complaint</td> </tr> <tr> <td>General complaints</td> <td>Number of complaints</td> <td>Every 3 months</td> </tr> <tr> <td>Significant dealing(s)</td> <td>Date or date range of the significant dealing(s) and a description of the significant dealing (eg, why it is not consistent with the TMD)</td> <td>As soon as practicable, and in any event within 10 business days after becoming aware of the significant dealing</td> </tr> </tbody> </table>	Type of information	Description	Reporting period	Specific complaints	Details of the complaint, including the name and contact details of the complainant and the substance of the complaint	As soon as practicable, and in any event within 10 business days of receipt of the complaint	General complaints	Number of complaints	Every 3 months	Significant dealing(s)	Date or date range of the significant dealing(s) and a description of the significant dealing (eg, why it is not consistent with the TMD)	As soon as practicable, and in any event within 10 business days after becoming aware of the significant dealing
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