

Target Market Determination

Unsecured Personal Loan Account

1. Introduction

About this document

This Target Market Determination [TMD] is a document of **Hume Bank Limited, ABN: 85 051 868 556. AFSL and Australian Credit Licence: 244248 [Hume Bank]**.

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 Terms and Conditions/Product Disclosure Statement [PDS].

Product to which this Target Market Determination applies

This TMD applies to the Unsecured Personal Loan Account [the product] referred to in the following, that can be found on our website [Product T&Cs page](#):

- Product Disclosure Statement
- General Conditions – Loans and Overdraft Facilities

Effective date of this Target Market Determination

This TMD is effective from 2 December 2024.

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 consumers' likely objectives, financial situations, and needs the product has been designed to meet.

Class of consumers

The product has been designed for customers who wish to obtain a Personal Loan and seek the certainty of a fixed interest rate. The customer is seeking the funds to cover a large purchase, including:

- Weddings
- Travel
- Home improvements
- Cars, Motor Bikes, Boats and Caravans
- Debt Consolidation
- Education or Medical expenses
- Or any other purpose approved at the discretion of Hume Bank

Product description, key attributes, and eligibility criteria

The product is a personal loan with no annual or monthly fees, nor early repayment penalties.

The product's key attributes are:

- Weekly, fortnightly or monthly repayments
- Standard terms between 1 and 5 years
- Unlimited additional repayments
- Free, unlimited redraw on additional payments via online banking
- No monthly account keeping fees
- No early repayment or break cost fees
- Fixed interest rate
- An application fee applies
- Minimum loan amount of \$2,000
- Paper or electronic statements

The product's eligibility criteria are:

- Standard lending criteria applies

Associated products

The other facilities included with the product and covered by this TMD:

- Electronic Payment – A non-cash payment facility used to make payment to another Hume Bank Account or an account at another financial institution.
- Osko – A non-cash payment facility used to receive near real-time payments to the account.

Objectives, financial situations, needs

The product has been designed for individuals who:

- Want a loan to cover a large purchase without providing security for the loan
- Want a fixed interest rate for a period of 1-5 years
- Are seeking a personal loan with no annual or monthly fees
- May want access to additional payments (redraw) via online banking

Explanation

The Unsecured Personal Loan is likely to be consistent with the likely objectives, financial situation and needs of the customers in the target market, as it provides a straightforward personal loan, with no monthly or annual fees, for most purposes.

Excluded class of consumers

The product has NOT been designed for individuals who:

- Would prefer a variable Personal Loan
- Want a secured personal loan
- Want a credit facility for everyday expenses
- Do not meet standard lending criteria

3. Distribution of the product

Distribution channels and conditions

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

Retail Product Distribution Conduct (other than Marketing and Promotions)

1. A distributor must only engage in retail product distribution conduct (other than Marketing and Promotions) through:
 - In person communications (including in branch, through mobile lenders and through broker and referrer networks);
 - Through the issuer's and other approved third-party digital platforms; and
 - Any other issuer approved communications channels (including telephone, email and social media).

This condition is appropriate as the target market is wide.

2. A distributor must only engage in retail product distribution conduct (other than Marketing and Promotions) if it has identified the key difference between:
 - The product; and
 - The other product options for the product and other separate credit products issued by the issuer.

This condition is appropriate as it requires a distributor to confirm that the customer is in the target market.

Marketing and Promotions

1. A distributor must only market and promote the product through:
 - Advertising on television, radio, the internet (including social media), billboards and physical banners, brochures and other marketing material available to the general public;
 - In person recommendations to access marketing material (including in branch communications and through referrer networks); and
 - Any other issuer approved communication channels (including telephone, email and social media).

This condition is appropriate as the target market is wide.

4. Reporting by distributors of the product

This product is only distributed by Hume Bank.

5. Reviewing this Target Market Determination

Initial review

We will undertake an initial review of this TMD within 12 months 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 complaints exceed a pre-determined level of tolerance
- If we detect the product has been sold to ineligible customers
- If we detect that current account owners/holders exceed predetermined tolerance of ineligibility.
- 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.