Target Market Determination

Hume Value Visa

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 Hume Value Visa [the product] referred to in the following, that can be found on our website Product T&Cs page:
- Product Disclosure Statement
- Credit Card Fees and Charges
- Conditions of Use
- Personal Credit Card Key Fact Sheet

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 are seeking a credit card facility for personal purposes with no annual fee.

Product description, key attributes, and eligibility criteria

The product is a credit card facility that provides credit for personal related purchases and cash withdrawals.

The product's key attributes are:
- No Annual Fee
- The ability to make cash advances
- Low Interest Rate on purchases
- Up to 55 Interest Free days (not applicable to cash advances)
- No fee for additional card holders
- Minimum credit limit of $500
- Up to $20,000 credit limit

The product's eligibility criteria are:
- Standard lending criteria applies

Associated products

The other facilities included with the product and covered by this TMD:
- Direct debit – A non-cash payment facility used to make payment to third party merchants using funds held in the account.
- Electronic Payment – A non-cash payment facility used to make payment to another Hume Bank Account or an account at another financial institution.

Objectives, financial situations, needs

The product has been designed for individuals who:
- Want a credit card with no annual fee to make purchases and conduct cash withdrawals

Explanation

The Hume Value Visa is consistent with the likely objectives, financial situation and needs of customers in the target market, on the basis that the key attributes of the product listed in this determination directly address the objectives, financial situation and needs of customers in the target market as described in this determination.

Excluded class of consumers

The product has NOT been designed for individuals who:
- Are seeking reward incentives
- 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 and through mobile lenders);
- Through the issuer's and other approved third-party digital platforms; and

Any other issuer approved communication 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
- other 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);
- 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.