

Target Market Determination

1. Target Market Determination - BFS Visa Prepaid Card

The BFS Visa Prepaid Card (**Prepaid Card**) is a financial product for the purposes of the design and distribution obligations set out in Part 7.8A of the *Corporations Act 2001* Cth).

The purpose of this Target Market Determination is to provide consumers information about the Prepaid Cards' key attributes, the target market for the Prepaid Card, and the distribution and monitoring arrangements between the issuer, Indue Ltd (**Indue**) and the distributor, Baptist Financial Services Australia Ltd (**BFS**).

This document is not to be treated as a full summary of the product's terms and conditions and is not intended to provide financial advice. You should refer to the Product Disclosure Statement for of the Prepaid Card available at www.bfs.org.au or from the BFS client services team at clients@bfs.org.au when making a decision about this product.

Date from which this Target Market Determination is effective

5 October 2021

2. Target Market

The information below summarises the overall class of consumers that fall within the target market for the Prepaid Card, based on the product key attributes and the objectives, financial situation and needs that it has been designed to meet.

(a) Class of consumers that fall within the target market

The Prepaid Card is for those who are resident in Australia or have a right to reside in Australia, who are looking for a mechanism to:

- i) make cashless payments for everyday and small value purchases; and/or
- ii) to access cash from ATMs,

and who have an existing account with BFS, or are associated with another client, who has an account with BFS.

(b) Description of the Prepaid Card and its key attributes

The Prepaid Card is a reloadable Visa card.

The key attributes of the Prepaid Card are that:

- It can be used worldwide for purchases where a Visa Card is accepted.
- A maximum of \$5,000 can be loaded onto the card at any one time from any existing account with any Australian Financial institution.
- It only accesses the value that is loaded onto the card. There is no credit component.
- It is reloadable.

- It can be used to buy goods and services from merchants in Australia who accept Visa cards.
- There is a 24-hour online access facility to check the balance of the card and transaction history, with the ability to change PIN or block the card anytime.
- It can be used to make contactless payments (where available).
- It provides access to cash, by cash withdrawals from an ATM in Australia or overseas.
- There are no re-load fees, no ongoing monthly fees, and no interest charges. The first 10 EFTPOS, online or telephone transactions per month are free. Charges apply thereafter. Please refer to the Product Disclosure Statement Part 2.

(c) Excluded class of consumers

Individuals who are not one of the following:

- a BFS client;
- employed by a BFS client;
- volunteer for a BFS client; or
- a family member of a BFS client,

(each an **Eligible Applicant**).

The Prepaid Card has not been designed to be used as a gift card.

(d) Consistency between target market and Likely objectives, financial situation and needs

The Prepaid Card is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market as it provides a method to make purchases and payments or obtain cash by allowing funds up to \$5,000 to be transferred to the card from any existing account with any Australian Financial institution. This provides access to using those funds for payments wherever a Visa card is accepted or obtaining cash from an ATM or EFTPOS location where the Visa card is accepted to make payment.

It also limits expenditure from those existing accounts, by restricting the maximum amount that can be loaded onto the card up to \$5,000. This may allow others to utilise funds transferred onto a Prepaid Card issued to them for this purpose, such as a family member, employee or helper. This may enable such a person to make small value payments in place of petty cash or expense reimbursements or for family members to have limited access to funds to make simple everyday purchases such as for public transport or basic daily needs.

3. Distribution Conditions and Restrictions

(a) Distribution channels

The Prepaid Card is designed to be distributed to consumers directly by BFS upon the acceptance of an application form that is available:

- on the BFS website www.bfs.org.au;
- from the BFS client services team at clients@bfs.org.au; or
- from one of the BFS Relationship Managers whose contact details are published on the BFS website.

(b) Distribution conditions and restrictions

- The Prepaid Card should only be distributed upon the receipt of an application from an Eligible Applicant who: is over 16 years of age and is an Australian resident or has rights to reside in Australia; and
- has been provided with a copy of the current Product Disclosure Statement Part 1 and Fees and Charges Part2, the BFS Financial Services Guide and the relevant application.

(c) Adequacy of distribution conditions and restrictions

The distribution channels and conditions that define the eligibility of applicants for the Prepaid Card ensure that the recipients of the card fall within the target market.

4. Reviewing this Target Market Determination

We will review this Target Market Determination in accordance with the below:

Initial review	Within the 12 months of the effective date.
Periodic reviews	At least every 12 months from the initial review.
Review triggers or events	Any event or circumstances that arises that would suggest the Target Market Determination is no longer appropriate. This may include (but is not limited to): <ul style="list-style-type: none">• a material change to the design or distribution of the Prepaid Cards, including related documentation;• occurrence of a significant dealing;• distribution conditions found to be inadequate;• change in legal or regulatory requirements;• external events such as adverse media coverage or regulatory attention; and• significant changes in metrics, including, but not limited to 20 complaints in any 3 month period.

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days.

5. Reporting and monitoring this Target Market Determination

We will collect the following information from our distributors in relation to this Target Market Determination:

Complaints	BFS will report to Indue all complaints in relation to the product(s) covered by this Target Market Determination on a quarterly basis. This will include written details of the complaints.
Significant dealings	BFS will report to Indue if they become aware of a significant dealing in relation to this Target Market Determination within 10 business days.