

Platinum Credit Card

Target Market Determination

13 October 2023

Prepared by BOQ Specialist, a division of Bank of Queensland Limited (BOQ) ABN 32 009 656 740 Australian Credit Licence and AFSL 244616, the issuer of this product.

What is a Target Market Determination?

A Target Market Determination (TMD) describes:

- the class of customers that comprise the Target Market for the product
- any conditions or restrictions on how the product is distributed to retail customers
- events or circumstances where we will review the TMD for the product.

Why does BOQ Specialist need to make this TMD publicly available?

We are required to produce this TMD by law. The law is intended to help customers obtain appropriate financial products by requiring issuers and distributors to have a customer centric approach to the design and distribution of products.

This document is not a substitute for the product's terms and conditions or other disclosure documents. Customers must refer to these documents when making a decision about this product. These documents can be found on our website or you can obtain a copy upon request.

The TMD will undergo a periodic review as follows:

Effective date
13 October 2023
Next Review Due
Before 13 October 2025
Review
At least two years from when this TMD was made and then every two years thereafter

Target Market

The Target Market for this product is customers generally from the medical, dental, veterinary or accounting professions and their associates and suppliers, who want an unsecured line of credit to manage their everyday cashflow with a credit card. They are likely looking for a credit card with rewards and benefits and have the financial capacity to repay credit advanced on the card.

These customers are likely to have the following objectives, needs and financial situation and meet the eligibility criteria for this product.

Objectives

The customers' likely objectives are to have a short-term, unsecured line of credit to be able to manage their everyday payments and purchases up to a credit limit.

Needs

The customers' likely need is a credit card with a rewards program and a range of other benefits that will reward them for making transactions. This may include:

- access to a short-term unsecured line of credit with a minimum credit limit of \$6,000 (eligible students and graduates can apply for a lower limit)
- managing everyday payments and purchases in various ways, including BPAY and internet banking
- ability to earn airline reward points on eligible purchases in Australia
- access to additional benefits by holding the credit card. Please see the relevant terms and conditions to ensure an appropriate understanding of any of these benefits.

This product may not be suitable for customers who:

- plan to carry a substantial balance on their credit card over a long period of time
- want a low fee and/or low interest rate credit card
- have no need or desire for the benefits of a rewards card
- need access to a branch to withdraw money.

Financial situation

This product is suited to customers who:

- have a minimum annual income of \$60,000
- qualify to obtain a minimum credit limit of \$6,000 (eligible students and graduates exempt)
- can afford to repay their borrowing generally each month
- satisfy BOQ Specialist's credit assessment criteria.

Eligibility criteria for this product

Customers must satisfy the following criteria to acquire this product:

- be an Australian citizen, permanent resident, or resident with acceptable residency status
- be 18 years or older
- have an acceptable credit history
- demonstrate their capacity to repay the loan
- be in one of the professional occupations (as detailed in the Target Market section above).

Product description

The Platinum credit card is a rewards credit card that provides customers with an unsecured line of credit to help them manage their cashflow up to an approved credit limit. This credit card allows customers to make everyday purchases in person, online and over the phone. Customers are required to make minimum balance repayments each month.

Key attributes of this product

- minimum credit limit of \$6,000 (eligible students and graduates exempt)
- \$150 annual credit card fee (see the 'Credit Card Schedule' for fees)
- earn uncapped airline reward points on eligible domestic or international transactions
- online banking access
- physical access to ATMs to withdraw money
- Annual Percentage Rate (APR) applies to the unpaid daily balance on the credit card, subject to the interest-free period and other special promotions (see the 'Credit Card Schedule' for fees and interest rates)

- interest-free period of up to 55 days on purchases and other debits other than cash advances and balance transfers, otherwise interest is charged at the APR
- access to complimentary travel insurance, subject to eligibility requirements, limitations and exclusions
- access to VISA Concierge, which is a digital personal assistant and lifestyle guide giving cardholders a range of services, amenities and privileges
- access to VISA Front Line Access, which enables cardholders to reserve and buy tickets before they're released for sale to the general public.

Why the product is likely to be consistent with the likely objectives, needs and financial situation of the Target Market

The product's attributes are designed to support the Target Market's objectives, needs and financial situation:

- the credit card can be used to manage cashflow and liquidity
- customers can use the card to make everyday purchases and earn airline reward points
- customers can only obtain the product if they meet eligibility criteria and BOQ Specialist's credit assessment criteria.

Distribution conditions

This product can be distributed through:

- staff-assisted channels through BOQ Specialist bankers
- online channels through the BOQ Specialist website
- BOQ Specialist accredited third party aggregators and brokers
- comparison sites and partnered associations.

This product can only be distributed to retail customers in accordance with BOQ Specialist's customer acceptance requirements and is subject to BOQ Specialist's credit assessment criteria.

Why the distribution conditions will make it likely that the customers who acquire the product are in the Target Market

BOQ Specialist considers that the distribution conditions and restrictions support BOQ Specialist's assessment that the product will likely be distributed to the Target Market because of the following key controls:

- appropriate training of staff to ensure adequate understanding of product features and aligning this to the customer's need
- aggregator/broker accreditation requirements
- controls to ensure applying customers meet BOQ Specialist credit assessment and eligibility requirements
- quality assurance to monitor compliance with customer on-boarding and account origination processes.

Review triggers

We will review this TMD if any of the following trigger events and information being monitored reasonably suggest that the TMD may no longer be appropriate:

- There is an increase in complaints received in relation to the product and its features that exceeds internally set tolerances
- we identify a material adverse customer experience in relation to product appropriateness
- there is a material change to the product attributes, fees, charges, terms and conditions or the manner of distribution
- there is a Significant Dealing in this product which is inconsistent with the Target Market.

Information reporting requirements

All distributors who distribute this product must provide the following information to BOQ Specialist:

TYPE OF INFORMATION	DESCRIPTION	REPORTING PERIOD
Customer complaints received in relation to this product	Customer complaints (including number of complaints, complaints record verbatim, product name and distributor name) in relation to this product that may indicate the TMD may no longer be appropriate for this product	As well as agreed in writing, quarterly and in any case within 10 business days from the end of the reporting period.
Significant Dealings	The date or date range of when the Significant Dealing occurred and a description of why it may not be consistent with this TMD	As soon as practicable, and in any case within 10 business days after becoming aware
Incidents/Issues (including regulatory breaches)	Incidents and breaches that may indicate product is no longer appropriate for the Target Market or is being distributed outside the Target Market	As soon as practicable, and in any case within 10 business days after becoming aware

Note: Record keeping

BOQ Specialist and its distributors will keep records of the reasonable steps they have taken to ensure that this product is sold in a manner consistent with this TMD.

BOQ Specialist will also keep complete and accurate records of our decisions, and the reasons for those decisions about:

- all Target Market determinations for this product
- identifying and tracking review triggers
- setting review periods, and
- the matters documented in this TMD.