

Target Market Determination

Product:	Purple Transactor Account
Made by:	Beyond Bank Australia Limited ABN 15 087 651 143 AFSL/Australian Credit Licence 237856
Version no.:	1.2
Date made:	5 October 2021
Last review date:	30 November 2023
Ceased date:	In use.

Target Market

Customers in the target market are natural persons who need an at-call transaction account (a basic deposit account) for personal (non-business) use to deposit funds and facilitate payments for day-to-day expenses and who want:

- immediate and ongoing access to the funds in the account;
- no minimum deposit or withdrawal restrictions;
- a range of account access facilities which can be linked to the account; and
- deposits guaranteed by the Financial Claims Scheme.

Customers in the target market may or may not have previous experience with bank accounts and will therefore have differing levels of knowledge and experience with transaction accounts, including very little or no such experience.

Customers should not obtain the Purple Transactor Account if they:

- are seeking to save or invest material amounts and wish to earn a return on the deposited funds, as the funds deposited in a Purple Transactor Account do not earn any interest.

Distribution Conditions

The Product may be advertised by us on our website, in our branches and through various media channels including online.

The Product is only distributed by the bank directly to customers. The Product can be distributed direct to customers by any bank customer service staff with no additional requirements or distribution conditions.

Review Triggers

The following review triggers apply for this Product:

- Material changes to the Product terms and conditions, including any changes that introduce new fees and charges or increase existing fees and charges materially.
- Number of customer complaints alleging that the Product was unsuitable for the customer by reason of the product features or terms.
- Number of new account holders with a significant average balance held in the account.

Review Period

An initial review of this Target Market Determination will occur within 12 months.

This Target Market Determination is then to be reviewed at least every 12 months.

The Product Manager is responsible of initiating the review process at least one month prior to the end of each review period.

Information Reporting

The following table sets out the information which we require to be reported to us in respect of the Purple Transactor Account by persons who engage in retail distribution conduct in respect of the product.

Unless otherwise stated, the first reporting period commences on 5 October 2021 and each subsequent reporting period commences at the end of the prior reporting period.

Information required to be reported	Who is required to report?	How frequently is report required (reporting period)?	How reported?
The number of complaints received in relation to the Product during the reporting period	Products	Quarterly	By email to Product Manager at productoperations@beyondbank.com.au
The percentage of new account holders with a significant average balance during the reporting period	Products	Quarterly	By email to Product Manager at productoperations@beyondbank.com.au

Revision management

Date	Action	Current Version
5 October 2021	TMD made	1.0
30 November 2022	TMD Annual Review – no changes made	1.1
30 November 2023	TMD Annual Review – no changes made	1.2