



Target Market Determination

Personal Loan – Introductory Rate

Issuer:	OurMoneyMarket Lending Pty Ltd ABN 64 605 231 669 ("OurMoneyMarket", "we" and "us")
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Personal Loan – Introductory Rate

This Target Market Determination (TMD) has been written in accordance with our obligations under the section 994B of the *Corporations Act 2001*(Cth) which is designed to assist customers to identify the class of customers that this product meets their needs, objectives and financial situation.

What is a Target Market Determination?

We are required by law to have available a Target Market Determination (TMD) document for each product we provide. The purpose of this document is to set out what group of customers will best be suited to apply for this product. We also describe the circumstances that prompt us to review our TMD document against our product offering to ensure that we are providing this product to suitable customers within our target market.

Our TMD should not be considered as financial advice and should be treated as general information only. Our TMD aims to provide an understanding of the class of people within our target market who would be suitable for this product (subject to a complete assessment) in accordance with the needs, objectives, and financial situation of our customers within the proposed target market. Please refer to our Terms and Conditions or Credit guide for more information

Characteristics of our TMD

1. Customers suitable for the Personal Loan – Introductory Rate

1.1 Product suitability

This product is designed to fulfil the needs, objectives and financial situation of customers who seek to make a purchase, require additional funds for personal expenditure, consolidate debts or any other credit worthy purpose deemed acceptable to

us. The product is designed for customers in their personal capacity.

1.2 Product eligibility

Customers who are eligible for this product will have the following minimum characteristics as well as satisfy our eligibility criteria:

Income Level:	\$25,000 (after-tax) or greater
Savings required:	N/A

Employment status:	Employed or Self-employed
Age Group	18-72
Loan term:	1-7 years
Loan amount:	\$2,001.00 - \$75,000.00
Interest Rate	Fixed

from \$250.00 is charged. This fee is determined by OurMoneyMarket's credit scorecard (Establishment Fees are added to the loan amount)

1.3 Product features

Our product will include the following features.

Introductory interest rate	0.00% p.a. to 7.99% p.a., subject to the promotional offer available at that time
Introductory interest rate period	12 months
Introductory interest rate type	Fixed
Interest rate	Following the Introductory interest rate period the following interest rate may apply for the remaining loan term: 5.45% p.a. to 20.99% p.a. and are offered based on the customers credit assessment according to OurMoneyMarket's credit scorecard.
Interest rate type	Fixed
Repayment type	Principal & interest
Repayment Frequency	Weekly, fortnightly or monthly
Collateral	Unsecured or Secured, which may be offered based on the customer's credit assessment according to OurMoneyMarket's credit scorecard.
Number of applicants	Single or joint applications are acceptable
Establishment Fee	A <i>minimum</i> establishment fee

1.4 This product may suit your needs, objectives and financial situation if

OurMoneyMarket is a service that allows you to access credit to fund any credit worthy purpose in your personal capacity, as well as consolidate any existing debts you have. Interest rates are fixed, which means each loan repayment will remain fixed during the term of the loan. Interest is calculated daily. You may make additional repayments at any time, at no extra cost, and repayment the full loan at any time, at no extra cost.

To ensure that our customers are satisfied with this product, we have considered the characteristics of those eligible to be between the age of 18-72 years old and be employed or self-employed. Customers must have a minimum credit score that is aligned with our credit policy and have the ability to make loan repayments and repay the interest as it accrues.

1.5 Ineligible customers

Customers who do not match the above eligibility criteria will not be suitable for this product. We will not offer this product to customers who do not fit the suitability requirements within this TMD because it is likely that customers outside this specified target market may be in default on their obligations under this credit product.

2. How we assessed our target market

We understand that sometimes, customers may need a helping hand

in purchasing every day with financial assistance. Therefore, we considered the appropriateness of our product features against the needs, objectives and financial situation of a class of people who we believe would benefit from this product and who can also meet the criteria to make the repayments and interest.

When considering the target market most suitable for this product, we had regard to the characteristics of individuals who will most benefit from this product and who will meet the requirements under this loan to achieve their own desired outcomes.

We also considered why the customer would want this product, whether the product meets the needs of the customers, what they need to do to comply with the loan, and whether the loan will assist the customer in achieving their desired outcome.

Customer who meets the eligibility criteria and product eligibility in section 1.2 would fit within our assessed target market. Those who do not fall within the eligibility should not apply for this product.

2.1 Currency of our TMD

This TMD was first published on 5 October 2021. When changes are made to this document, they will be updated accordingly. Our TMD will be updated annually.

3. Distribution of this product

3.1 Advertising of our product

Our products are advertised online via all online search engines, including, but not limited to, Google and Bing. These search engines are subject to change over time, as and when new search engines come to market.

Our products are also advertised via a range of third-party introducer websites, including, but not limited to,

Finder, Canstar, RateCity and Mozo. These third-party introducer websites are subject to change over time, as and when new third-party introducer websites become available.

In addition, to the above, our products are also advertised via social media channels, including, but not limited to, Facebook, Instagram and LinkedIn. These social media mediums are subject to change over time, as and when new social media mediums come to market.

OurMoneyMarket advertisements have been designed to reach a broad class. We have chosen to advertise this product online for ease of access.

3.2 Distribution of our products

All customers suitable for this product as set out in section 1.2 are still subject to a full assessment for eligibility.

We will identify whether the customer falls within the target market as set out in section 1.2 before undergoing an assessment of each customer's financial situation. If a customer falls outside our specified target market, they will not progress to the assessment stage. This will prevent any chances of those outside our target market applying for an unsuitable product.

3.3 Distribution conditions

Our distributors must:
Be an Australian Credit License or Australian Credit Representative who is authorised to carry out activities specific to distribution of this product.

To ensure that customers outside our target market do not acquire this product, we will ensure that no application is processed unless our members have identified that this customer is an eligible applicant.

4. Review of this TMD

We will review this TMD when any of the following events occur:

4.1 Periodic Reviews

We will review this TMD each year to ensure that it remains current and effective.

4.2 Review Triggers

OurMoneyMarket will review this TMD when it is considered that the TMD is no longer effective. Triggers that prompt a review include:

(a) **Complaints**

A significant number of customer complaints received that relate to the distribution of our product.

(b) **Emerging Trends:**

OurMoneyMarket will continue to monitor trends in customer outcomes to ensure that the product is consistent with the customers' needs and are meeting customers objectives. Trends that will identify a trigger for TMD review include.

- a. If we determine that a significant number of defaults have occurred on this product.
- b. Or if a significant number of late payments have been recorded or unexpected arrears are detected from customers within this target market who obtain this product.

(c) **Failed distribution parameters:**

If a product has been provided to a customer outside of the target market specified within this TMD a review of our current distribution processed must be reviewed.

(d) **Significant breach:**

A significant breach occurs that relates to the issuing or distributing of this product. A significant breach is an incident that occurs affecting our legal or obligations as an Australian Credit Licensee.

(e) **Product changes:**

If we make changes to our financial product or make changes to the method of product distribution.

5. Monitoring and reporting of this TMD

We continue to monitor the performance of our product and its distribution and will collect and retain the following data to ensure that our TMD remains effective:

- (a) Complaints that arise from this TMD
- (b) Matters that indicate a breach of our ACL obligations under this TMD.

If we breach any of our obligations in accordance with this TMD, we will report the matter directly to ASIC within 10 business days of identifying the incident as required by legislation.