

Target Market Determination

AMP Visa Debit Card (linked to AMP Blue Home Loan)

Important information about this document:

1. A Target Market Determination (TMD) is required under section 994B of the *Corporations Act 2001* (Cth).
2. This document is not a product disclosure statement and is not a summary of the product features, eligibility criteria, fees or terms and conditions for the product.
3. This document does not take into account any person's individual objectives, financial situation or needs.
4. Terms and conditions apply to the product and home loan fees and charges guide can be obtained by calling us on 13 30 30.

Product	AMP Visa Debit Card (linked to AMP Blue Home Loan)
Product options	N/A
Product inclusions	N/A
Issuer	Issued by AMP Bank Limited ABN 15 081 596 009, AFSL and Australian Credit Licence 234517.
Start date	8 March 2023
Version	1

Target market
Customer description

This describes customers in the target market.

Objectives and needs

A person who may seek a facility that provides convenient access to the funds available for redraw in their linked AMP Blue Home Loan.

Financial situation

- A person who will have sufficient funds available for redraw in their linked AMP Blue Home Loan to benefit from the AMP Visa Debit Card.

Product description

This describes the product.

A debit card with the following key attributes:

- the ability to use the debit card to access the funds available for redraw in their linked AMP Blue Home Loan where Visa is accepted using the following methods:
 - card present payments, including point of sale,
 - cash withdrawals from an ATM either within Australia or overseas,
 - make deposits and withdrawals at Australia Post outlets offering Bank@Post services,
- the requirement to:
 - have sufficient funds available for redraw in their linked AMP Blue Home Loan to benefit from the Visa Debit Card.

Appropriateness statement

This explains that the product is consistent with the likely objectives, financial situation and needs of the target market.

AMP Bank has considered that the product is appropriate for 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.

Distribution conditions

Retail product distribution conduct (other than general advice)

This condition applies to all conduct (other than general advice) such as issuing, arranging and providing disclosure material.

Distribution conditions

Distribution methods	Suitability
Direct through AMP Bank approved communication channels (including website, telephone or email).	Suitable
Through financial adviser authorised and accredited to distribute AMP Bank credit products.	Not suitable
Through mortgage broker or mortgage manager authorised to distribute AMP Bank credit products.	Not suitable
Through referral from comparison site provider to any of the above distribution channels.	Not suitable
Distribution method subject to the condition	Description of condition
Direct	Distribution limited to AMP Blue Home Loan customers.
Through financial adviser	N/A
Through mortgage broker or mortgage manager	N/A
Through referral from approved comparison site provider	N/A

Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market

The distribution conditions will make it likely that customers who acquire the product are in the target market because the target market is limited to AMP Blue Home Loan customers.

General advice

This condition applies to general advice (including most marketing).

Distribution conditions

Distribution methods	Suitability
Advertising on television, radio, the internet (including social media), billboards and physical banners, brochures and other marketing material available to the general public.	Not suitable
Other issuer approved communication channels (including telephone, email and social media).	Suitable but only to AMP Blue Home Loan customers

Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market

These conditions are appropriate as the target market is limited to AMP Blue Home Loan customers.

Review triggers	<p>AMP Bank must cease retail product distribution conduct in respect of this product when AMP Bank determines a material event or circumstance has occurred in relation to:</p> <ul style="list-style-type: none"> – a change in law which materially affects the product design or distribution. – a material change to the product that is likely to result in the determination no longer being appropriate for the target market. – evidence, as determined by the issuer, of the performance of the product, in practice, that may suggest that the product is not appropriate for the target market. – material complaints (in number or significance) in relation to the terms of this product and/or the distribution conduct. – reporting or consistent feedback on the target market which suggests that the determination may no longer be appropriate. – a material pattern of dealings in the product that is not consistent with the determination. – a notification from ASIC requiring immediate cessation of product distribution or particular conduct in relation to the product.
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Review periods	The first review must be completed on 5 October 2023, and each ongoing review must be completed within each consecutive one year period from this date.
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Distribution reporting requirements

The following information will be considered by AMP Bank:

Type of information	Description	Reporting period
Complaints	Information about complaints received relating to the product during the reporting period, and if complaints were received, a description of the number and the nature of the complaints and other complaint information set out in paragraph RG 271.182 of Regulatory Guide 271 Internal dispute resolution.	Every six months with reporting to be submitted within 10 business days of the end of each reporting period.
Significant dealing(s)	Information about any significant dealing in the product that is not consistent with the target market determination of which the distributor becomes aware.	As soon as practicable, and in any case within 10 business days after becoming aware.