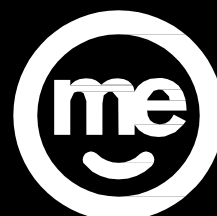


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# SpendME Transaction Account and HomeME Savings Account bundle.

Target Market Determination  
November 2024

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



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# SpendME Transaction Account and HomeME Savings Account bundle – Target Market Determination.

**Effective date:** October 2024

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

This Target Market Determination (TMD) applies to the:

- SpendME Transaction Account and HomeME Savings Account bundle,
- Including the following linked non-cash payment facilities: The VISA debit card which includes digital wallet access; and electronic payment facilities.

## What is a Target Market Determination?

A 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; and
- Events or circumstances where we will review the TMD for the product.

## Why does ME need to make this TMD publicly available?

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

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

This TMD will undergo a periodic review as follows:

| Effective date | Next review due | Review   |
|----------------|-----------------|--|
| November 2024  | 24 July 2027    | At least every two years from when this TMD was made and every three years thereafter. |

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## Target market.

The SpendME Transaction Account and HomeME Savings Account bundle is suitable for customers saving towards a home deposit or another large purchase, who want to receive a higher rate of interest by depositing their salary into a linked SpendME Account each month which can pay tiered bonus interest provided the Monthly Eligibility Criteria (described in the 'Product Description' sub-section below) are met.

These products are accessible via the ME Go Mobile Banking app and ME Go Internet Banking, and have no account keeping fees, no direct entry dishonour fees, and no overdrawn account fees.

New customers can open a SpendME Transaction Account and HomeME Savings Account bundle. Existing customers with a SpendME Transaction Account are able to open a HomeME Savings Account to help manage savings needs with the ability to qualify for the tiered bonus interest.

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

### Objectives.

The customers' likely objective is to have an account to keep their money safe and want to grow their savings for a home deposit or another large purchase without being locked into a fixed term. The customer may also want to maintain the ability to transact daily.

### Needs.

When taking out the product bundle, customers' likely need is a product with no account keeping fees that they can rely on to manage their daily transactions using the SpendME Transaction Account, and when they meet the Monthly Eligibility Criteria. Other needs may include:

- Access to funds in the SpendME Transaction Account at any time via the ME Go Mobile Banking app, ME Go Internet Banking, or debit card.
- Access to funds in the HomeME Savings Account at any time via the ME Go Mobile Banking app or ME Go Internet Banking.
- Access savings from time to time and still be able to earn a bonus interest rate, provided the Monthly Eligibility Criteria are met.
- Managing everyday receipts such as wages or salary and purchases across multiple platforms, including through the linked debit card, digital wallets and BPAY® in the SpendME Transaction Account.
- No direct entry dishonour fee and no overdrawn account fee.
- Tiered bonus interest rates are offered based on the account balance on the HomeME Savings Account.
- Accounts designed for digital use.
- The safety of the Australian Government deposit guarantee up to \$250,000 under the Financial Claims Scheme.

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### **Financial situation.**

The product bundle is suited to customers who are likely to have funds available to deposit into their SpendME Transaction Account for everyday transactions, and their HomeME Savings Account for saving purposes.

In addition, the product bundle is suited to customer who are able to meet the Monthly Eligibility Criteria on their SpendME Transaction Account which will activate tiered bonus interest in addition to the base variable interest payable to the customer on funds in their HomeME Savings Account. Tiered bonus interest rates are offered based on the account balance on the HomeMe Savings Account.

If the Monthly Eligibility Criteria are not met, then the tiered bonus interest is not activated and the customer receives the base variable interest rate only on the funds in their HomeME Savings Account.

### **Eligibility criteria for this product.**

Customers must satisfy the following criteria to acquire this product:

- Be an Australian citizen or permanent resident or resident for tax purposes with an Australian residential address.
- Be aged 14 years or older.
- Have an Australian mobile phone number.
- Open and use the account in a personal capacity for personal use (not business or trustee purposes).
- The SpendME Transaction Account and HomeME Savings Account must be in the same name (sole name accounts) or names (joint name account).

### **Customers outside target market.**

This product is not designed for customers who are seeking:

- To offset home loan interest;
- Bank branch access;
- To make or receive international money transfers; and/or
- To open accounts intended to be primarily operated by an attorney of the account holder under a valid Power of Attorney utilising the ME Go Mobile Banking app or ME Go Internet Banking.

### **Product description.**

The product bundle is a SpendME Transaction Account linked with a HomeME Savings Account. The HomeME Savings Account is a tiered interest savings account that allows customers to earn a variable base and variable bonus interest rate when they meet the Monthly Eligibility Criteria.

### **Monthly eligibility criteria.**

The Monthly Eligibility Criteria apply to the SpendME Transaction Account. If not met monthly, customers will earn base variable interest only on the HomeME Savings Account. The monthly criteria is a minimum deposit of \$2,000 from an external account into the SpendME Transaction Account.

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**Key attributes of this product.**

Attributes of this product include:

- No monthly account keeping fees.
- No direct entry dishonour fee and no overdrawn account fee.
- Access to funds any time via the ME Go Mobile Banking app or ME Go Internet Banking
- Base variable interest rate on the HomeME Savings account.
- Tiered variable bonus interest on the funds in the HomeMe Savings Account, upon meeting the Monthly Eligibility Criteria.

Customers can access the following payment facilities on the SpendME Transaction Account:

- Debit card, including via digital wallets, to make purchases and withdraw at ATMs in Australia and overseas.
- The ability to arrange for funds to be transferred from another bank or financial institution via the New Payments Platform and PayID.
- The ability to move funds between accounts and pay bills including pay anyone funds transfers, BPAY and direct debits.
- The ability to deposit / withdraw cash, make balance enquiries and cheque deposits via Bank@Post.

**Why the product is likely to be consistent with the likely objectives, needs and financial situation of the target market.**

The attributes of the product bundle are designed to support the target market's objectives, needs and financial situation:

- Customers can use the SpendME Transaction Account for everyday banking purposes.
- Customers seeking to save money for a home or another large purchase and to earn a variable base interest rate.
- Customers seeking to earn a bonus variable interest rate on their HomeMe Savings Account when they meet the monthly eligibility criteria.
- Deposits up to \$250,000 per person per authorised deposit-taking institution are guaranteed by the Australian Government under the Financial Claims Scheme.

Periodic transaction limits apply to some of these facilities and are accessible via ME Go Deposit Accounts Interest Rates, Transaction Limits, Fees and Charges booklet.

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## Distribution conditions.

### **Distribution by ME.**

The SpendME Transaction Account and HomeME Savings Account bundle can be applied for online via the ME Go Mobile Banking app, or via ME's website by completing an online application for the product bundle.

Information about the HomeME Savings Account and SpendME Transaction Account, including links to the current interest rates, terms and conditions and fees and charges are included in the ME Go Mobile Banking app or ME's website. This ensures that prospective customers receive adequate information when applying for the product.

### **Distribution by third-party distributors.**

The product may be distributed via other third-party channels which include comparison sites. Conduct by such sites is usually limited to providing factual information about the product, and in some instances:

- Providing a link to ME's product page on our website where further information about the product can be accessed; or
- Passing on contact details of a prospective customer to ME.

Where any conduct by a third-party amounts to distribution conduct, they must comply with this target market determination and any relevant distribution agreement.

### **Why the distribution conditions will make it likely that the consumers who acquire the product are in the target market.**

ME considers that the distribution conditions and restrictions support ME's assessment that the product will likely be distributed to the target market because of the following key controls:

- Product information is available online for consumers to review when applying for the product.
- The application process is designed so that only prospective customers who meet the eligibility criteria will be approved for a HomeME Savings Account and SpendME Transaction Account bundle.
- ME staff are trained to ensure adequate understanding of product features to match customer needs.
- ME has quality assurance processes over compliance of customer on-boarding and account origination.

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## Review triggers.

This TMD will be reviewed if any of the following trigger events occur or if information being monitored reasonably suggests 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.
- A material change is made to the product attributes, fees, charges, terms and conditions or the manner of distribution which may cause the TMD to no longer be appropriate.
- A significant dealing in this product occurs which is inconsistent with the target market.
- An incident or breach is reported that may indicate product is no longer appropriate for the target market or is being distributed outside the target market.

## Information reporting requirements.

The following information must be provided to ME by all distributors who engage in retail product distribution conduct in relation to this product.

| Type of information  | Description  | Reporting period  |
|--|--|---|
| Consumer complaints received post 27 June 2023 in relation to this product | Consumer 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. | The reporting period for this determination is quarterly during each calendar year, as soon as practicable; or within 10 business days after the reporting period unless otherwise specified. |
| 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 (incl. 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.   |

## Record keeping.

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

ME will also prepare and maintain complete and accurate records of our decisions, and the reasons for those decisions, in relation to:

- All target market determinations for this product;
- Identifying and tracking review triggers;
- Setting review periods; and/or
- The matters documented in this Target Market Determination.