
ME Everyday Transaction Account.

Target Market Determination
21 February 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).



ME Everyday Transaction Account – Target Market Determination.

Effective date: 21 February 2024

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This Target Market Determination (**TMD**) applies to the:

- Everyday Transaction Account

Including the following linked non-cash payment facilities:

- the Buck debit card including digital wallet access; and
- electronic payment facilities, as set out below.

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 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.

This TMD will undergo a periodic review as follows:

Effective date	Next review due	Review
21 February 2024	21 February 2027	At least three years from when this TMD was made and then every three years thereafter.

Target market.

The Everyday Transaction Account is designed for customers who require a low fee bank account to make everyday purchases (including through the linked Buck debit card), pay bills, and/or receive salary/wage deposits, which is accessible via online banking (internet banking and/or mobile app) and has no account keeping fees, no direct entry dishonour fees, no overdrawn account fees, no cheque dishonour fees and domestic ATM fee refunds. This product is also designed to be used as an offset account for eligible ME home loan products. The choice to offset eligible home loans is optional for customers that hold an eligible ME Flexible Home Loan account.

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

Objectives.

The customer's likely objective is to have a minimal fee account to keep their money safe and be able to make and manage everyday payments and receipts. The customer is not looking for an account that pays interest. Additionally, the customer may need an account to use as an offset for their existing or new ME Flexible Home Loan held under their name to save on interest payable by using savings and general cash flow to offset their loan.

Needs.

The customer's likely need is a simple, low-fee product they can rely on to manage their daily transactions. This may include:

- Immediate access to funds any time via online banking or debit card.
- Managing everyday receipts such as wages or salary and purchases across multiple platforms, including through the linked debit card and BPAY®.
- Require an offset account for a new or existing ME Flexible Home Loan account to save on interest payable by using savings and general cash flow to offset their loan.
- No monthly account keeping fees.
- No direct entry dishonour fee, no overdrawn account fee, and no cheque dishonour fee.
- No minimum deposits.

Financial situation.

This product is suited to customers with a wide range of financial situations. When used as an offset account, this product is suited to customers that have savings or positive cash flow that they wish to offset against their loan to reduce interest payable.

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 16 years or older.
- Open and use the accounts in a personal capacity for personal use (not business or trustee purpose).

Customers outside target market.

This product is not designed for customers who are seeking:

- bank branch access; and/or
- to make or receive international money transfers.

Product description.

The Everyday Transaction Account is a full-service transaction account that allows customers to have unlimited transactions and no monthly account keeping fees.

Key attributes of this product.

Attributes of this product include:

- No monthly account keeping fees.
- No minimum deposits.
- Can be used as an offset account for a ME Flexible Home Loan.
- Online banking access via internet banking or the mobile app.

Customers can access the following payment facilities:

- Debit card including via digital wallets, to make purchases and withdraw cash at ATMs in Australia and overseas.
- The ability to deposit/withdraw cash, make balance enquiries and cheque deposits via Bank@Post.
- The ability to move funds between accounts and pay bills including pay anyone funds transfers, BPAY and direct debits.
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Periodic transaction limits apply to some of these facilities and are accessible via ME's Electronic Access Terms and Conditions.

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.

- Customers can use the account for everyday banking purposes.
- No direct entry dishonour fee, no overdrawn account fee, and no cheque dishonour fee.

Distribution conditions.

Distribution by ME.

The Everyday Transaction Account can be applied for:

- online via ME's website by completing an online application for the stand-alone Everyday Transaction Account
- as part of an application for ME Flexible Home Loan;
- over the phone or in person by an appropriately trained and authorised ME staff member.

Information about the Everyday Transaction Account, including links to the terms and conditions and fees and charges, are included on ME's website or are provided by ME staff during the application process. This ensures that prospective customers receive adequate information when applying for the product.

Distribution by third party distributors.

Mortgage brokers accredited by ME can refer customers to our online application channel or distribute the product as part of a home loan application to apply for an optional Everyday Transaction Account to be used as an offset account for a ME Home Loan.

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.

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 an Everyday Transaction Account.
- ME staff are trained to ensure adequate understanding of product features to match customer needs.
- Accredited mortgage brokers receive product information 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.

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 occurs in this product 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 28 February 2022 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.	6 monthly and in any case within 10 business days after becoming aware.
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
- the matters documented in this Target Market Determination.