

Target Market Determination

Access Account (available to existing customers only)

This Target Market Determination (TMD) is required under section 994B of the *Corporations Act 2001* (Cth) (**the Act**). It describes the type of customer this product is appropriate for (**target market**), its key attributes, and any conditions around how the product can be distributed. It also describes events or circumstances where Heartland Bank Australia Limited (**we, us, our**) may need to review this TMD and forms part of our design and distribution obligations.

The TMD isn't a summary of the features or terms of the product and doesn't take into account your individual objectives, financial situation or needs. If you're interested in acquiring this product, you should carefully read the General Terms before making a decision. The General Terms can be found at heartlandbank.com.au or by calling **1300 889 338**.

Target market summary

Our Access Account is likely to be appropriate for existing customers seeking a fee-free transaction account providing access to a Visa Debit card, digital wallets, and online payments via internet and mobile banking.

Product and issuer identifier

Product	Access Account
Issuer	Heartland Bank Australia Limited
Issuer ABN	54 087 651 750
Issuer AFSL	Australian Financial Services Licence/Australian Credit Licence Number 245606
Date of TMD	20 February 2025
Version	7.0

Description of target market

Customer attributes	<p>This product is likely to be appropriate for individual or joint customers who satisfy all the following:</p> <ul style="list-style-type: none">Existing customers who are 14 years or older who reside in and are solely tax residents of Australiarequire a transaction account with the ability to make purchases or withdraw cash using a Visa Debit cardrequire digital access to their funds via internet or mobile banking and the ability to instruct third parties to set up direct debit payments, orrequire an offset facility linked to one of our eligible loan products. <p>This product will not be suitable for those who:</p> <ul style="list-style-type: none">require a higher interest savings account to address short to medium savings goalsrequire a higher interest term deposit account to address medium term savings goals, orrequire branch assisted transactions.Require access to a cheque book or deposit book.
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Description of product, including key attributes

A fee-free transaction account enabling customers to make payments from a linked Visa Debit card or initiated from our Internet Banking or mobile app services, and establish direct debit payments via third parties.

Our Visa Debit card allows customers to make purchases in-store and online, withdraw cash from ATMs or point of sale (where available, with a maximum daily limit of \$2,000). Our Visa Debit card can be used in both Australia and overseas and can be added to Apple Pay and Google Pay digital wallets.

When attached to an eligible loan account, the account acts as a 100% offset account.

Description of likely objectives, financial situation and needs of customers in the target market

The likely objectives of someone taking out this product are that they seek an online transaction account to meet their everyday banking needs, or an offset facility linked to an eligible loan product.

Their likely financial situation could include a wide range of employment statuses, income and savings levels, and spending habits.

Their likely needs are the ability to withdraw funds electronically, make purchases or cash withdrawals with a Visa Debit card, instruct third parties to set up direct debit payments or reduce interest costs on an eligible attached loan product, and have security of funds via the Financial Claims Scheme.

Explanation of why the product is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market

The product provides access to our customers' funds via our Internet Banking and mobile app services, direct debit arrangements, and via a Visa Debit card.

There are no minimum balance or deposit requirements, and no account keeping nor electronic transaction fees.

Distribution conditions/restrictions

Distribution conditions

The product is distributed direct to existing customers via our Internet Banking and mobile app services.

A distribution requirement is that only trained and accredited phone-based bankers can speak with customers about the product.

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

Eligibility is outlined within the General Terms located on our website and within Internet Banking and our mobile app.

Accredited phone-based bankers are trained in the product's features and eligibility criteria.

The product is only available to existing customers.

Review triggers

The review triggers that would reasonably suggest that the TMD is no longer appropriate

The review triggers include:

- material changes to the product or the terms, such as a change to fee structure
- significant dealings, as decided by us, not consistent with the TMD, or
- a material increase in complaints received from customers in relation to their use of the product.

Mandatory review periods

First review date: 2 November 2026

Periodic reviews: At least every 2 years from the last review date.

Distribution reporting requirements

The following information must be provided to us by distributors who engage in retail product distribution conduct in relation to this product:

Type of information	Description	Reporting period
Complaints	Complaints (as defined in section 994A(1) of the Act) relating to the product design, product availability and distribution. The distributor should provide all the content of the complaint, having regard to privacy.	Within 10 business days following the end of calendar quarter.
Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (e.g., online channel performance significantly limits use of product).	As soon as practicable, and in any case within 10 business days after becoming aware.

Any advice is general and doesn't take into account your personal situation. Please consider whether it's right for you.

Need to talk to us? We'd be happy to help.

1300 889 338 | heartlandbank.com.au | PO Box 18134, Collins Street East VIC 8003

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