HEARTLAND BANK

# Target Market Determination

## MySavings account

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 MySavings account is likely to be appropriate for those seeking an online savings account with no account keeping or transaction fees. Funds can be withdrawn or deposited through digital payments via internet and mobile banking.

### Product and issuer identifier

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| **Product** | **MySavings 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** | 14th August 2026 |
| **Version** | 6.0 |

### Description of target market

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| **Customer attributes** | **This product is likely to be appropriate for individual or joint customers who satisfy all the following:**<br>• individuals who are 14 years or older who reside in and are solely tax residents of Australia<br>• require an at-call online savings account with no restrictions or hurdles required to achieve the advertised interest rate tiers<br>• only require digital access to their funds via internet or mobile banking to view balances and make payments (up to $100,000 for BPAY or $20,000 for all other payments as of 1 February 2025), and<br>• do not require same day access when making deposits and withdrawals.<br><br>**This product will not be suitable for those who:**<br>• require a higher interest term deposit account to address medium term saving goals<br>• require in person payment options - such as use of a debit card, or access via a physical branch<br>• require same day access when making deposits and withdrawals, or<br>• want to frequently withdraw amounts over the digital payment limit (up to $100,000 for BPAY or $20,000 for all other electronic payments as of 1 February 2025). |

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| **Description of product, including key attributes** | An online savings account providing digital payments via internet and mobile banking, with no restrictions or hurdles required to achieve the advertised rates applicable to the below interest rate tiers.<br><br>The total balance of the account will accrue interest at the rate described below. If your account balance falls into a certain tier, the rate for that entire balance is set according to the tier it is in. For example, if your total balance is $350,000 you'll accrue interest on the entire balance at the tier 2 interest rate.<br><br>0 to $300,000 — Tier 1<br>$300,000.01 to $2,000,000 — Tier 2<br>Greater than $2,000,000 — Tier 3<br><br>**Description of likely objectives, financial situation and needs of customers in the target market**<br><br>The likely objectives of someone taking out this product are that they seek an online savings account to meet their short-to-medium term savings goals.<br><br>Their likely financial situation could include a wide range of employment statuses, income and savings levels, and spending habits.<br><br>Their likely needs are the ability to withdraw funds electronically and have security of funds via the Financial Claims Scheme.<br><br>**Explanation of why the product is likely to be consistent with the likely objectives, financial situation and needs of customers in the target market.**<br><br>The product provides access to the customers funds via internet and mobile banking Interest is calculated daily on the closing balance of the respective day and calculates based on the advertised tier rate across the full balance of the account. Interest is paid monthly, appearing on the first business day of the following month. There are no minimum balance or deposit requirements, and no account keeping or transaction fees. |

## Distribution conditions/restrictions

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| **Distribution conditions** | The product is distributed via several channels:<br><br>• direct to individual or joint customers via our website online form<br>• direct to existing customers via our Internet Banking and mobile app service, and<br>• direct to individual or joint customers via financial product comparison sites.<br><br>A distribution requirement is that only trained and accredited phone-based bankers can speak with prospects and customers about the product.<br><br>**Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market**<br><br>Eligibility is outlined within the General Terms located at **heartlandbank.com.au**, and within Internet Banking and our mobile app services.<br><br>Accredited phone-based bankers are trained in the product's features and eligibility criteria. |

## Review triggers

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

- material changes to the product or the terms, such as a change to fee structure
- a significant dealing, 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

**Next review date:** 14th August 2028

**Periodic reviews:** No later than 2 years from the date of the previous review

## 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 |
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| 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.