

Banking Accounts

Target Market Determination

Version: 1.0
Effective date: 27 July 2026
Last review date: 27 July 2026

The purpose of this Target Market Determination (TMD) is to provide consumers, distributors and our representatives with information about:

- who this product has been designed for;
- how this product is distributed; and
- when this document will be reviewed.

This product is issued by Bank of us (a trading name of B&E Ltd), ABN 32 087 652 088, AFSL & Australian Credit Licence 236870.

In this document the terms "Bank of us", "we", "us" or "our" refer to Bank of us (a trading name of B&E Ltd).

This document is not a summary of the product features, terms and conditions. Any advice provided in this document is general advice only. It has been prepared without considering any person's particular objectives, financial situations or needs. Ensure this product is right for you before applying. If you already hold this product, you should review the information we have provided you, in case your circumstances have changed.

PRODUCT: Business Advantage - Everyday Business Account

Target market

This product is suitable for retail business consumers who:

- are Tasmanian residents and run a domestic business e.g. sole trader, partnership, company, trust etc. that is situated in Tasmania
- have an ABN or ACN where relevant
- need a fully featured transactional banking account to conveniently manage their business funds and to facilitate payments
- do not need to earn interest on their day-to-day balance
- are willing to pay the Monthly Account Fee that is payable on the product

This product is not suitable for retail business consumers who:

- are not situated in Tasmania
- do not have a relevant ABN and/or ACN
- don't want to pay a Monthly Account Fee
- need to earn interest on their day-to-day balances
- operate the account on a '2 to sign' basis and also require a Visa debit card

Description of product, including key attributes

This is the Business Advantage transaction account which business customers can use for everyday transactions and to make and receive payments to run their business. It is a fully featured transaction account with a low (\$5.00) Monthly Account Fee. The key features of this product are:

- no minimum deposit
- funds available at call
- Retail stores and Contact centre access
- unlimited Internet Banking transactions allowed



- VISA Debit Card is subject to approval where the account is '1 to sign' (not available on '2 to sign' accounts)
- digital wallet; the VISA Debit Card may be entered into a digital wallet and used to perform on-line and contactless purchases
- other available access methods: ATM/EFTPOS, Internet Banking, SmartBanking app, BPAY, Osko Payments, NPP payments / external transfers, PayID, direct credits, direct debits, periodical payments, sweeps
- information about fees:

Fee type	Things to note / Fee details
Monthly account fee	\$5 per month
Staff assisted transaction fee	Customers may be provided a certain no. of free staff assisted transactions per month or be exempt from the fee, depending on their Relationship balance for that month.
Self-service EFTPOS transactions	Customers may be provided a certain no. of free self-service EFTPOS transactions per month or be exempt from the fee, depending on their Relationship balance for that month.
Cheque deposit fee	\$0.35 per cheque

For full details of the Fees and Charges that may apply to this product including details on the Relationship Balance, please refer to the *Fees and Charges Schedule*, which is available from www.bankofus.com.au/product-disclosure or from any Bank of us Retail store.

Distribution conditions

This product is distributed by the issuer (Bank of us) through the following channels:

- Bank of us' Retail Stores / locations: Hobart, Rosny, Launceston, Devonport, Ulverstone, Burnie, Wynyard
- Bank of us Contact centre by calling 1300 306 716

Distribution conditions for this product include:

- ensuring that business consumers meet the suitability and eligibility conditions for the product
- ensuring that distribution through Bank of us' Retail Stores and the Contact centre is by appropriately authorised and trained staff
- ensuring there are process controls across marketing, sales and service so that this product is not provided to those outside the target market

Reviewing this document

We will review this TMD within the first year from the effective date, and then, we will review this TMD every 2 years to ensure it remains appropriate.

We will also review this TMD if any event or circumstances (called 'review triggers') occur that would reasonably suggest that the determination is no longer appropriate, or the product is no longer consistent with the likely objectives, financial situation and needs of consumers in the target market, such as:

- A significant dealing of the product to consumers outside the target market occurs,
- A significant number of complaints is received from customers in relation to their purchase or use of the product that reasonably suggests that the TMD is no longer appropriate,
- A material change to the product or the terms and conditions of the product occurs which would cause the TMD to no longer be appropriate,
- A change in our approval criteria that impacts the suitability of the product for the target market,
- A change in the distribution of the product,

- A change in the composition of the product i.e. product name, key attributes,
- A material and relevant reduction in our key product suitability metrics such as: customer satisfaction, product approval, sales activity, financial performance, product value and affordability.

We will review this TMD within 10 business days of the occurrence of any review trigger.

Information

The following information will be obtained from Bank of us internal distribution channels to assist in identifying whether a TMD may no longer be appropriate and/or a 'review trigger' is met.

Type of information	Description	Reporting period
Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (e.g., why it is not consistent with the TMD)	As soon as practicable, and in any case within 10 business days after becoming aware of the significant dealing
Sales outside the target market	Written details of any identified sale of the product outside of the target market as described in this TMD	As soon as practicable, and in any case within 10 business days after becoming aware of the sale
Complaints	Number of complaints received in relation to the product during the period	Every 3 months
Product performance	Updates about Net Promoter Score / customer satisfaction, product sales, attrition, product holding per customer, and overall financial performance	Monthly, Quarterly and Annually

Record keeping

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

We 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 TMD.