

Personal Loan – Unsecured

Target Market Determination
13 October 2023

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



What is a Target Market Determination?

A Target Market Determination (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
- events or circumstances where we will review the TMD for the product.

Why does BOQ need to make this TMD publicly available?

We are required to produce this TMD by law. The law is intended to help customers obtain appropriate financial products by requiring issuers and distributors to have a customer 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.

The TMD will undergo a periodic review as follows:

Effective date
13 October 2023
Next Review Due
Before 31 October 2026
Review
At least two years from when this TMD was made and then every 3 years thereafter.

Target Market

The Target Market for this product is customers who need a loan for a wide range of purposes and have the financial situation to borrow money to do so. These customers are likely to have the following objectives, needs and financial situation and must meet the eligibility criteria for this product.

Objectives

The customers' likely objective is making a purchase for almost any personal purpose. This might include buying an asset like a car, home improvements and renovations, covering household or car expenses, going on a holiday, paying medical expenses or consolidating existing debts.

Needs

The customers' likely need is a basic product that enables their objectives. These may include:

- certainty of repayments and interest rates/cost with a fixed interest rate or a flexible repayments structure with a variable interest rate (available for eligible BOQ Group employees only)
- short-to-medium repayment term
- flexible repayment terms.

See the table in the product description section below for more information.

Financial situation

This product is for customers who satisfy BOQ's credit assessment criteria.

Eligibility criteria for this product

Customers must satisfy the following criteria to acquire this product:

- be an Australian citizen, permanent resident or resident with acceptable residency status
- 18 years or older
- have an acceptable credit history
- demonstrate their capacity to repay the loan
- for the variable rate option only, be a permanent employee of the BOQ Group and must have passed their probation period.

Product description

An unsecured personal loan that gives you certainty of knowing exactly what your repayments will be for the loan term (fixed rate) or for BOQ Group employees, flexibility in repayment structures (variable rate). A BOQ transaction account is required to draw down the personal loan.

Key attributes of this product

- fixed or variable interest rates
- principal and interest repayment schedule
- unsecured
- digital access to account
- flexible terms (one to seven years)
- Redraw available in branch only (minimum \$100)

Customisable key features and customer needs

Customers can customise the following listed key features of this product. These features are appropriate for those customers within the Target Market with the selected needs described below. Other non-listed key features of the product are appropriate for the whole Target Market.

	KEY FEATURES APPROPRIATE FOR THE NEEDS OF THIS TARGET MARKET	
TARGET MARKET NEEDS	VARIABLE INTEREST RATE	FIXED INTEREST RATE
CERTAINTY OF REPAYMENTS AND INTEREST RATES/COST	No	Yes
FLEXIBILITY IN REPAYMENTS STRUCTURE	Yes	No

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. The customer's need can be met by the repayment options and loan features such as fixed interest, principal and interest and flexible repayment terms.

Distribution conditions

This product can be distributed through BOQ's direct channels, including:

- BOQ branch network (including Owner-Managers)
- Mobile Bankers
- Customer Contact Centre
- Business Bankers.

This product can also be distributed by accredited third party channels, including comparison sites.

This product can only be distributed to retail customers in accordance with BOQ's customer acceptance requirements and is subject to BOQ's credit assessment criteria.

Why the distribution conditions will make it likely that the customers who acquire the product are in the Target Market

BOQ considers that the distribution conditions and restrictions support BOQ's assessment that the product will likely be distributed to the Target Market because of the following key controls:

- training of Customer Contact Centre staff and branch staff with quality assurance processes over compliance
- controls to ensure customers who apply, meet BOQ's credit assessment and eligibility requirements
- customer needs analysis and checklists are applied to align customer needs and financial circumstances with this product.

Review triggers

We will review this TMD if any of the following trigger events and information being monitored reasonably suggest 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
- There is material adverse customer experience in relation to product appropriateness
- There is a material change to the product attributes, fees, charges, terms & conditions or the manner of distribution
- There is a Significant Dealing in this product which is inconsistent with the Target Market

Information reporting requirements

All distributors who distribute this product must provide the following information to BOQ:

TYPE OF INFORMATION	DESCRIPTION	REPORTING PERIOD
Customer complaints received about this product	Customer 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	As well as agreed in writing, quarterly and in any case within 10 business days from the end of the reporting period
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 (including 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

Note: Record keeping

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

BOQ will also keep complete and accurate records of our decisions, and the reasons for those decisions about:

- all Target Market determinations for this product
- identifying and tracking review triggers
- setting review periods, and
- the matters documented in this TMD.