

Target Market Determination Personal Loan

Category	Description
Product	<p>Personal Loan A credit facility with a fixed interest rate to purchase an asset such as a vehicle or for another personal purpose.</p>
Product Options The options available for the product	<p>New Car Loan An option for the product for the purchase of a new, used or demo car, that is secured against the car.</p>
	<p>Secured Personal Loan An option for the product for a personal purpose that is secured against a vehicle.</p>
	<p>Unsecured Personal Loan An option for the product for a personal purpose that is not secured but has a higher interest rate and lower maximum loan amount than the other product options that are secured.</p>
Issuer	Issued by IMB Ltd trading as IMB Bank ABN 92 087 651 974, AFSL/Australian Credit Licence 237 391
Version	1.0
Start Date	5 October 2021
Review Date	The first review of this determination, and each ongoing review, must be completed within each consecutive 12-month period from the Start Date.
Target Market Class of consumers that comprise the target market for the product	<p>Consumer Description This describes consumers in the target market</p> <p>Objectives & Needs A person who may require a credit facility:</p> <ul style="list-style-type: none"> to purchase an asset such as a vehicle or for another personal purpose; and that has certainty of repayments for a fixed period but has the flexibility to be repaid early by making additional repayments without incurring an early repayment fee. <p>Financial Situation A person who will have funds to make payment of fees, interest and repayments as and when such amounts become due and payable.</p>
	<p>Product Description This describes the product</p> <p>A credit facility with the following key attributes:</p> <ul style="list-style-type: none"> the ability to use the credit to purchase an asset such as a vehicle or for another personal purpose; a fixed rate for a fixed period but with flexibility to be repaid earlier by making additional repayments without incurring an early repayment fee; and the requirement to make payment of fees, interest and repayments. <p>In general, it is only available to consumers that meet standard eligibility criteria.</p>
	<p>Appropriateness Statement This explains why the product is consistent with the likely objectives, financial situation and needs of the target market</p> <p>The product is appropriate for the target market on the basis that the key attributes of the product listed in this determination are consistent with the objectives, financial situation and needs of consumers in the target market as described in this determination.</p>

Distribution Conditions The conditions and restrictions on the distribution of the product	Marketing and Promotion This condition applies to marketing and promotional materials that describe the product	Condition 1 A distributor must only market and promote the product through: <ul style="list-style-type: none"> • advertising on television, radio, the internet (including social media), billboards and physical banners, brochures and other marketing material available to the general public; • in person recommendations to access marketing material (including in branch communications, through mobile lenders and through broker and referrer networks); and • any other issuer approved communication channels (including telephone, email and social media). This condition is appropriate as the target market is wide.
	Retail Product Distribution Conduct (other than Marketing) This condition applies to all conduct (other than marketing) such as issuing, arranging and providing disclosure material	Condition 2 A distributor must only engage in retail product distribution conduct (other than marketing and promotion activity) through: <ul style="list-style-type: none"> • in person communications (including in branch and through referrer networks); • the issuer's and other approved third-party digital platforms; and • any other issuer approved communication channels (including telephone, email and social media). This condition is appropriate as the target market is wide. It is also appropriate as the issuer has distributed this product using these methods, with limited risk to consumers.
		Condition 3 A distributor must only engage in retail product distribution conduct (other than general advice) if it: <ul style="list-style-type: none"> • has identified the key difference between: <ul style="list-style-type: none"> ○ the product (including the specific product option(s) requested by the consumer); and ○ the other product options for the product and the personal line of credit product issued by the issuer; and • is reasonably satisfied that the consumer will have funds to make payment of fees, interest and repayments as and when such amounts become due and payable. This condition is appropriate as it requires a distributor to confirm that the consumer is in the target market.
		Condition 4 A distributor must only engage in retail product distribution conduct (other than general advice) if the distributor is a representative of the issuer that is trained as a "personal loan lender". This condition is appropriate as it requires a distributor to be appropriately trained to engage in all retail product distribution conduct (other than general advice).
Review Triggers The events and circumstances that would reasonably suggest the determination is no longer appropriate	The issuer, and any distributor of this product, must cease retail product distribution conduct in respect of this product when the issuer determines a material event or circumstance has occurred in relation to:	
	Material Complaints	Material complaints (in number or significance) in relation to the terms of this product and / or the distribution conduct.
	Financial Difficulty	A significant number of customers experiencing financial difficulty (as evidenced by, for example, default notices or hardship requests) related directly to the appropriateness of the product that the issuer determines may relate to the appropriateness of the determination.
	Product Performance	Evidence, as determined by the issuer, of the performance of the product, in practice, that may suggest that the product is not appropriate for the target market.
	Distributor Feedback	Reporting from distributors (including the issuer's representatives and third parties), or consistent feedback from distributors on

		the target market which suggests that the determination may no longer be appropriate.
	Substantial Product Change	A substantial change to the product that is likely to result in the determination no longer being appropriate for the target market.
	Significant Dealing	A material pattern of dealings in the product or of distributor conduct that is not consistent with the determination.
	Notification from ASIC	A notification from ASIC requiring immediate cessation of product distribution or particular conduct in relation to the product.
Reporting Period		The reporting period for this determination is every 3 months commencing from the Start Date.
Reporting Information The kinds of information needed to identify whether a review trigger has occurred, who must report this information and the reporting period		A person that engages in retail product distribution conduct in respect of this product (distributor) must provide the following information in writing to the issuer within the times specified below:
	Complaint Information	Information about complaints received in relation to the product during the reporting period, and if complaints were received, a description of the number of complaints and the nature of the complaints received and other complaint information set out in paragraph RG 271.182 of Regulatory Guide 271 Internal dispute resolution. The distributor must provide the information as soon as practicable, or in any event, within 10 business days after the end of each reporting period.
	Financial Difficulty	Information about customers experiencing financial difficulty related directly to the appropriateness of the product of which the distributor becomes aware. The distributor must provide the information as soon as practicable, or in any event, within 10 business days after the end of each reporting period.
	Distributor Feedback	Information discovered or held by the distributor that suggests that the determination may no longer be appropriate. The distributor must provide the information as soon as practicable, or in any event, within 10 business days after the end of each reporting period.
	Significant Dealing	Information about any significant dealing in the product that is not consistent with the target market determination of which the distributor becomes aware. The distributor must provide the information as soon as practicable, or in any event, within 10 business days after becoming aware of the significant dealing.
	Information Requested by Issuer	Information reasonably requested by the issuer. The distributor must provide the information by the date requested by the issuer.