Target Market Determination

EFFECTIVE DATE: 25 NOVEMBER 2026

NEXT REVIEW DATE: 25 MARCH 2027

This target market determination (**TMD**) is made by Branded Financial Services Pty Ltd ACN 004 013 334, Australian Credit Licence Number 392188 (**BFS**), in relation to the secured consumer credit loan offered by us (the **Product**).

This TMD outlines the key attributes of the Product and the class of consumers for whom the Product has been designed, taking into account the likely objectives, financial situation, and needs of consumers within the target market. It also sets out the conditions and restrictions that apply to the distribution of the Product.

This document does not provide a full summary of the terms and conditions of the Product. Please refer to the Product Terms and Conditions before making a decision about the Product.

Target Market

Description of the target market, including likely objectives, financial situation and needs of consumers in the target market.

The features of the Product, including its key attributes, have been assessed as meeting the *likely objectives, financial situation and needs* of consumers who:

> Are individuals at least 18 years of age;
> Satisfy our eligibility and lending criteria, including our criteria relating to acceptable security and vehicle location;
> Require credit for a term of 1 to 7 years to purchase a vehicle predominantly for personal, domestic or household use;
> Require the ability to include vehicle accessories, on-road costs, fees, eligible insurance products, and extended warranties (where accredited) in the loan amount;
> Require a fixed interest rate for the loan term to provide certainty in relation to the number of repayments;
> Want a loan that is secured against a vehicle; and
> Wish to own the vehicle as soon as the loan has been entered into.

This Product has been designed for consumers who:

> Can pay the scheduled principal and interest repayments, and the fees and charges associated with the purchase and financing of a vehicle; and
> Want a loan without a balloon payment and:
> Can afford higher repayments during the loan term and do not wish to, or cannot afford to, pay a final balloon payment;
> Seek to pay less interest overall by repaying the whole loan within the loan term; and
> Seek to pay off the loan as soon as possible without having to pay any lump sum or balloon payment at the end of the loan term.

This Product may not meet the likely *objectives, financial situation and needs* of consumers who:

> Are individuals under 18 years of age;

> Do not satisfy our eligibility and lending criteria;

> Are undischarged bankrupts;

> Hold a visa that is not an acceptable type;

> Do not have legal capacity to borrow;

> Have an unpredictable and inconsistent income source and do not have access to other funds to make payments when income falls;

> Want a variable interest rate finance option to purchase a vehicle;

> Wish to make extra or additional payments, including repaying a loan early, without incurring fees or charges;

> Wish to be able to part with possession or control of the vehicle at any time, and whose needs would be better met by a lease or lease-style product;

> Intend to modify the vehicle in a way that may void any warranty or cause the vehicle to be unroadworthy, illegal or not fully covered by insurance; and/or

> Intend to use the vehicle to provide commercial transport services, such as hire car or taxi.

Key Attributes of the Product

Interest	Fixed interest rate
Repayments	Principal and interest over the term with flexible repayment options
Loan amount	$5,000 to $400,000
Loan term	Between 1 to 7 years (minimum 2 years for loans with a Net Amount Financed (NAF) under $20,000)
Loan type	Personal loan
Loan purpose	Motor vehicle purchase or upgrade
Security	Yes, the loan is secured by the financed vehicle. While the consumer owns the financed vehicle from the beginning of the loan, we take a registered security interest over the vehicle. We release the security interest once the loan is repaid in full.
Additional repayments	Yes. However, if additional payments result in the consumer repaying the loan in full before the end of the loan term, an early termination fee will apply (see below).
Early payout	Early repayment of the loan is permitted, subject to payment of an early termination fee. The early termination fee will be calculated in accordance with the credit contract.
Fees and charges	Fees and charges apply. They are set out in the credit contract.

Distribution

The Product may be distributed by BFS directly, or through accredited dealers and accredited brokers, subject to the following conditions and restrictions:

> Dealerships must be parties to a Dealer Agreement with BFS and be authorised to distribute the Product.

> Employees of dealerships must be accredited and trained by BFS in order to carry out all their functions, including distributing this product in accordance with the distribution conditions, having regard to the target market of the Product.

> Brokers must be accredited by BFS in order to carry out their functions, including distributing the Product in accordance with the distribution conditions, having regard to the target market.

> All financial advertising and promotional material must either be approved by BFS prior to issue to market, or in line with BFS guidelines.

> The Product may only be distributed in line with this TMD.

> The consumer must meet BFS' identification, lending and credit criteria for the Product.

These distribution conditions and restrictions are appropriate because:

> The Product has a relatively wide target market; and

> Distributors will possess the necessary accreditation and training required to direct distribution towards the target market for which the product has been designed.

Information our third-party distributors must provide to us

Type of information	Nature of the information	Frequency
Specific complaints	Details of the complaint, including the name and contact details of the complainant and the substance of the complaint.	As soon as practicable and within two business days of receipt of the complaint.
General complaints information	The total number of complaints received in relation to the Product	By the last calendar day of each quarter.
Significant dealings	Date or date range of the distribution of the Product to consumers outside the target market, and a description of why the distribution was not consistent with the TMD.	As soon as practicable, and in any case within 10 business days of becoming aware of the distribution of the Product to a consumer outside the target market.

Reviews

We will review this TMD periodically and when certain events occur, as detailed below.

Initial review	We will complete a review of this TMD within 12 months of the date of this TMD.
Periodic reviews	We will complete a review of this TMD annually.
Review triggers or events	We will complete a review of this TMD within 10 business days of becoming aware of any of the following events or circumstances: > We propose to make a material change to the key attributes or terms of the Product. > We propose to add a new category of distributor or change the conditions or restrictions that apply to the distribution of the Product by existing distributors. > There is a significant dealing in the Product outside the target market. > The distribution conditions and restrictions are found to be inadequate in ensuring that the Product is only distributed to consumers who are likely to be in the target market. > There is a change in the law or regulator guidance that materially affects the Product. > We receive feedback, information or notification from a distributor, regulatory body such as ASIC, or other interested parties. > There is a material change in the number of complaints in relation to the Product over a calendar month that exceeds our internal thresholds. > There is a material change in any rolling 3-month period in the number of customer defaults on payments in relation to the Product that exceeds our internal thresholds. > There is a material change in the number of hardship applications in relation to the Product in any rolling 3-month period. > Any other event occurs, or information is received, that reasonably suggests this TMD is no longer appropriate.