Target Market Determination

Platinum Debit Mastercard

Start date: 7th August 2025

Next review due: 31st August 2027

Review period: At least every 36 months from the start date of this Target Market Determination

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What is a Target Market Determination?

A Target Market Determination (TMD) describes the cohort of customers that the product is targeted at (the Target Market) and any conditions around how the product is distributed to customers (the Distribution Conditions).

It also describes the events or circumstances where we are required to review the Target Market Determination for a financial product (the Review Triggers).

Why does CommBank need to have Target Market Determinations?

We're required to have Target Market Determinations under law. The purpose of the law is to make sure customers are at the centre of our approach when designing and distributing our financial products. This document is not a substitute for the product's terms and conditions or other disclosure documents.

When making a decision about this product, customers must refer to the relevant Product Disclosure Statement (PDS), Terms and Conditions or other disclosure documents.

Target Market

The table below matches the Product Attributes to the Objectives and Needs of the Target Market for this Product. CBA has assessed that the Product including its Key Attributes are likely to be consistent with the Objectives and Needs of the Target Market.

Objectives and Needs	Product Attributes
Require a facility that provides convenient access to funds held in an eligible linked CBA transaction account, including online payments.	Funds in a linked CBA transaction account can be accessed either within Australia or overseas, anywhere Mastercard or eftpos is accepted (depending on the transaction type), using the following methods: • Card-present payments, including point of sale; • Card-not-present payments, including over the phone, online or via mail; • Digital wallet payments, including point of sale and online; • Cash withdrawals; and • Australia Post, including bill payments, deposits and withdrawals.
Require access to additional benefits.	Platinum Debit Mastercard customers have access to additional benefits such as extra warranty insurance, purchase security insurance, and guaranteed pricing cover.

A separate Target Market Determination (TMD) has been made for each of the eligible CBA transaction accounts and can be found at www.commbank.com.au/tmd

Financial Situation

The Financial Situation of the Target Market are customers that are likely to require access to funds held in an eligible linked CBA transaction account, anywhere Mastercard or eftpos is accepted (depending on the transaction type), using a variety of methods.

CBA views that its processes in place will mean that the product will likely be consistent with the Financial Situation of the Target Market.

Eligibility criteria for the Product

To hold this product, customers will need to satisfy certain eligibility criteria, including that customers must:

- Be individuals;
- Be aged 18 years or older;
- Have an Australian residential address, or otherwise be subject to exception;
- Have an eligible CBA transaction account to which the card will be linked; and

- Be invited to apply for the product.

From 12 August 2025, we may limit the number of Debit Mastercards (including Standard Debit Mastercards, Platinum Debit Mastercards and World Debit Mastercards) that may be issued or linked to a single eligible CBA transaction account.

Distribution Conditions

CBA will have oversight over how the product is promoted and issued. A Platinum Debit Mastercard is issued with an eligible CBA transaction account and is only offered by invitation. It cannot be issued as a standalone product. In addition, the below table identifies the distribution channels which the product can be sold through and sets out the conditions that apply to each channel. CBA views that the conditions specified are appropriate and are of a nature that it will be likely that the product will be distributed to the target market.

Proprietary:

Distribution Channels	Conditions that make product distribution through the channel appropriate
Staff assisted channels (e.g. in branch, over the phone, with a relationship manager or mobile banker).	CBA staff that are involved in the distribution of this product: • are appropriately trained and accredited to meet CBA's qualification requirements; • understand and are able to discuss the features which apply to the product and the key differences between card products; and • must follow mandatory procedures including sales guidelines and scripting.
Online channels (e.g. CommBank website, NetBank, and the CommBank App).	Not applicable. Customers can only originate the product through staff assisted channels.

Third Party:

Distribution Channels	Conditions that make product distribution through the channel appropriate
Not applicable. This product is only available through CBA's proprietary channels.	

Review Triggers

If any of the below review triggers occur, or if an event or circumstance has occurred that would reasonably suggest that the TMD may no longer be appropriate, CBA will undertake a review of this TMD.

Information Type	Description
Customer Outcomes	Unexpected trends in customer outcomes which are significantly inconsistent with the intended product performance.
Complaints	Unexpected trends in complaints received from customers who acquired the product, which relate to the customer's purchase or use of the product, for example: • distribution (e.g. misrepresentation or mis-selling from staff); • product suitability; and • product attributes (e.g. the inability to access funds from a linked CBA transaction account at a location where Mastercard or eftpos is accepted).
Incident Data	A material incident or significant number of incidents in relation to the product's design or distribution that identify potential breaches of our legal or regulatory obligations.
Changes to the Product	The material alteration of the product or product terms and conditions (e.g. adding to, removing or changing a key product attribute; significant change to distribution channel and distribution strategy).
Significant Dealings	Any significant dealing of the product to customers who are outside of the Target Market.
Notification from ASIC	The receipt of a product intervention power order from ASIC requiring CBA to immediately cease retail product distribution conduct in respect of the product.

Review Trigger Information Reporting Requirements

The following information must be provided to CBA by all third parties responsible for the retail product distribution conduct of this product in accordance with this TMD, within the required timeframes:

Information Type	Description	Time Frame for Reporting
Product complaints data	Information relating to complaints received including number of complaints, third party name, product name and complaint verbatim.	Quarterly and in any case no later than 10 business days from the end of the quarter.

Product Issuer: Commonwealth Bank of Australia ABN 48 123 123 124 AFSL and Australian credit license 234945