

Target Market Determination

Private Bank Account

Start date: 3rd June 2023

Next review due: 10th September 2025

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

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
<p>Customers that are Commonwealth Private Bank customers that require a transaction account for everyday use, which has a broad range of features that allows customers to conveniently deposit and withdraw funds and make or receive payments.</p>	<ul style="list-style-type: none"> • Customers can deposit, withdraw or transact on the account via a broad range of channels by using: <ul style="list-style-type: none"> ○ Card (Debit Mastercard / Platinum Debit Mastercard / World Debit Mastercard / Keycard); ○ Online and App Banking; ○ Phone Banking; ○ Direct Debit Facility; ○ Periodical Payment; ○ PayID; ○ PayTo; ○ Staff assisted channels – including Branch, Contact Centre and participating Australia Post outlets; and ○ ATMs. • For customers that have a relationship manager, they will have access to an Overdraw feature. The attributes of the Overdraw feature are: <ul style="list-style-type: none"> ○ When there is not enough money in the account to process a payment, CBA may at its sole discretion approve or decline the payment; ○ No overdraw fee applies however interest is charged on any amount which is overdrawn (being interest charged on negative balances); ○ The Overdraw feature can be disabled by the customer by contacting their relationship manager.
<p>Require an account that earns a variable rate of credit interest, subject to credit interest rates offered by CBA.</p>	<ul style="list-style-type: none"> • The account earns a variable rate of credit interest on funds held in the account. Credit interest is paid to the account balance on a banded interest rate basis, where credit



Objectives and Needs	Product Attributes
	interest is paid on the portion of the balance within each band.
Require an account that does not charge monthly account fees.	<ul style="list-style-type: none"> The account does not charge monthly account fees. Fees may apply for using certain features, however, certain fees are waived if criteria is met.

A separate TMD for the debit card products and the Overdraw feature can be found at <https://www.commbank.com.au/important-info/target-market-determinations.html>

Financial Situation

The Financial Situation of the Target Market are customers that are likely to have funds available to deposit for either everyday transacting or savings purposes.

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 aged 18 years and above and have an Australian residential address, or otherwise subject to exception; or
- In the case of domestic businesses (e.g. a sole trader, partnership, company, etc.) have an ABN or ACN where relevant; with signatories aged 18 and above or signatories aged 16 to 18 years old with another signatory least being aged at least 18 years old; or
- In the case of foreign companies that carry on business in Australia, be registered with ASIC. The eligibility of other types of foreign companies to be determined on a case by case basis.

Distribution Conditions

CBA will have oversight over how the product is promoted and issued. 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 (by Private Bank relationship managers and associated staff only)	CBA staff that distribute this product: <ul style="list-style-type: none"> are appropriately trained and accredited to meet CBA's qualification requirements; understand and are able to discuss the



Distribution Channels	Conditions that make product distribution through the channel appropriate
	<p>features, rates and fees of the product and the key differences between deposit products; and</p> <ul style="list-style-type: none"> • must follow mandatory procedures including sales guidelines and scripting.
Online channels (e.g. CommBank website, NetBank and the CommBank app)	Not applicable. This product is only available through the staff assisted channel.

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	<p>Unexpected trends in customer outcomes which are significantly inconsistent with the intended product performance, including:</p> <ul style="list-style-type: none"> • accounts with no customer initiated transactions within the first 6 months of origination.
Complaints	<p>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:</p> <ul style="list-style-type: none"> • distribution (e.g. misrepresentation or mis-selling from staff); • product suitability (e.g. sale of a Private Bank Account product to a customer who requires a savings account that rewards customers with bonus credit interest for regular savings behavior); and • product attributes (e.g. account is not paying credit interest).



Information Type	Description
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

