

## Target Market Determination

## AMP First Home Loan

**Important information about this document:**

1. A Target Market Determination (TMD) is required under section 994B of the Corporations Act 2001 (Cth).
2. This document is not a product disclosure statement and is not a summary of the product features, eligibility criteria, fees or terms and conditions for the product.
3. This document does not take into account any person's individual objectives, financial situation or needs.
4. Terms and conditions apply to the product. Persons interested in acquiring this product should carefully read the terms and conditions and home loan fees and charges guide available at [amp.com.au/bankterms](http://amp.com.au/bankterms) or by calling 13 30 30 before making a decision about this product. Fees and charges are payable and approval is subject to AMP Bank guidelines.

<b>Product</b>	<b>AMP First Home Loan</b>
<b>Product options</b>	<p><b>Owner Occupied</b></p> <p>A fixed or variable rate credit facility option for the product in respect of which the security is residential property used for owner occupier purposes.</p> <p><b>Investment</b></p> <p>A fixed or variable rate credit facility option for the product in respect of which the security is residential property used for investment purposes, or other investment purpose.</p>
<b>Product inclusions</b>	<p><b>AMP Visa Debit Card</b></p> <p>A non-cash payment facility used for purchases and withdrawals using the Visa Debit Card issued with the facility.</p> <p><b>EFTPOS</b></p> <p>A non-cash payment facility used for purchases and withdrawals using the EFTPOS functionality accessed via the Visa Debit Card issued with the facility.</p> <p><b>Pay anyone</b></p> <p>A non-cash payment facility used to make payment to an account at another financial institution using funds available in the redraw facility.</p> <p><b>Periodical payments</b></p> <p>A non-cash payment facility used to make scheduled payments (recurring or one-off) to another AMP Bank account or an account at another financial institution using funds available in the redraw facility.</p> <p><b>BPAY® (registered to BPAY Pty Ltd ABN 69 079 137 518)</b></p> <p>A non-cash payment facility used to make payment using funds held in the facility on a platform operated by BPAY.</p>
<b>Issuer</b>	Issued by AMP Bank Limited ABN 15 081 596 009, AFSL and Australian Credit Licence 234517.
<b>Start date</b>	19 February 2024



## Target market

### Customer description

This describes customers in the target market

### Objectives and needs

A person who satisfies the eligibility criteria set out in the **AMP First Home Loan Offer document** and who may seek a fixed rate credit facility (with no offset facility) or variable rate credit facility (with an optional offset facility) that is a fixed term facility or is a line of credit facility:

that either:

- wants a variable interest rate, and has flexibility to make additional repayments and/or repay the facility early (variable rate credit facility) and has the ability to access continuing credit over an extended period of time (line of credit facility), or
- has certainty of repayments for a fixed period during which the person does not consider that they may want to make substantial additional repayments or repay the facility (fixed rate credit facility), and

is for any approved purpose including to:

- purchase, renovate, or improve residential property,
- refinance an existing real property loan facility (including a home loan facility or other facility),
- build a new residential dwelling on vacant land (also purchased with the loan funds), rebuild an existing residential dwelling or make structural improvements to an existing dwelling, within the first 12 months of the loan, or
- purchase other property or investments or refinance an existing loan facility, but that is not to provide credit to a person in its capacity as trustee of a self-managed superannuation fund (**SMSF**).

### 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 and, if the person requests and is issued an offset facility, will have sufficient funds to benefit from the offset facility.

### Product description

This describes the product

A fixed rate credit facility (with no offset facility) or variable rate credit facility (with an optional offset facility) that is fixed term facility or is a line of credit facility with the following key attributes:

- the ability to use the credit for any approved purpose:

either:

- a variable rate with flexibility to make additional repayments (including early repayment of the facility) (variable rate credit facility), or is progressively drawn down with the ability to use the credit to build a new residential dwelling on vacant land, rebuild an existing residential dwelling or make structural improvements to an existing dwelling, within the first 12 months of the loan, or
- a fixed rate for an initial fixed period with certainty of repayments (which reverts to a variable rate unless it is agreed to refix the rate) (fixed rate credit facility), and the requirement to:
  - make payment of fees, interest and repayments, and
  - if an offset facility is issued to the customer, have sufficient funds to benefit from the offset facility.

### Appropriateness statement

This explains that the product is consistent with the likely objectives, financial situation and needs of the target market

AMP Bank has considered that the product is appropriate for the target market on the basis that the key attributes of the product listed in this determination directly address the objectives, financial situation and needs of customers in the target market as described in this determination.

## Distribution conditions

### Retail product distribution conduct (other than general advice)

This condition applies to all conduct (other than general advice) such as issuing, arranging and providing disclosure material

### Distribution conditions

Distribution methods	Suitability
Direct through AMP Bank approved communication channels (including website, phone, or email)	Suitable
Through financial adviser authorised and accredited to distribute AMP Bank credit products	Not suitable
Through mortgage broker or mortgage manager authorised to distribute AMP Bank credit products	Not suitable
Through referral from comparison site provider to any of the above distribution channels	Not suitable

Distribution method subject to the condition	Description of condition
Direct	The completed Borrower Interview Guide must be submitted with the application unless applying via the electronic application form
All	The distributor must confirm that the customer satisfies the eligibility criteria set out in the <b>AMP First Home Loan Offer document</b> .

### Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market

The distribution conditions will make it likely that customers who acquire the product are in the target market because all customers who acquire the product will have:

- been asked questions via the electronic application form, Borrower Interview Guide or the Fact Find which allow the distributor to determine whether the customer is likely to be in the target market, and
- received warnings or questions about key attributes and key limitations of the product which are material to whether customers are in the target market.

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**General advice**

This condition applies to general advice (including most marketing)

**Distribution conditions****Distribution methods****Suitability**

Advertising on television, radio, the internet (including social media), billboards and physical banners, brochures and other marketing material available to the general public

Not Suitable

Other issuer approved communication channels (including telephone, email and social media)

Suitable  
but only to customers that satisfy the eligibility criteria set out in the **AMP First Home Loan Offer document**.

**Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market**

These conditions are appropriate as the target market is limited customers that satisfy the eligibility criteria set out in the **AMP First Home Loan Offer document**.

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**Review triggers**

AMP Bank, and any distributor of this product, must cease retail product distribution conduct in respect of this product when AMP Bank determines a material event or circumstance has occurred in relation to:

- a change in law which materially affects the product design or distribution
- a significant number of default notices, hardship requests or refinance requests related directly to the appropriateness of the loan that the issuer determines may relate to the appropriateness of the determination
- a material change to the product that is likely to result in the determination no longer being appropriate for the target market
- 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
- material complaints (in number or significance) in relation to the terms of this product and/or the distribution conduct
- reporting from distributors, or consistent feedback from distributors on the target market which suggests that the determination may no longer be appropriate
- a material pattern of dealings in the product or of distributor conduct that is not consistent with the determination
- a notification from ASIC requiring immediate cessation of product distribution or particular conduct in relation to the product

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**Review periods**

The first review, and each ongoing review, must be completed within each consecutive one year period from the Start date.

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## Distribution reporting requirements

The following information must be provided to AMP Bank by distributors who engage in retail product distribution conduct relating to this product:

Type of information	Description	Reporting period
Complaints	Information about complaints received relating to the product during the reporting period, and if complaints were received, a description of the number and the nature of the complaints and other complaint information set out in paragraph RG 271.182 of Regulatory Guide 271 Internal dispute resolution	Every six months with reporting to be submitted within 10 business days of the end of each reporting period
Significant dealing(s)	Information about any significant dealing in the product that is not consistent with the target market determination of which the distributor becomes aware	As soon as practicable, and in any case within 10 business days after becoming aware
Information request by AMP Bank	Information reasonably requested by AMP Bank	As soon as practicable, and in any case within 10 business days of the request from AMP Bank
Distributor feedback	Information discovered or held by the distributor that suggests that the determination may no longer be appropriate.	As soon as practicable, and in any case within 10 business days after becoming aware