



## **Target Market Determination**

This Target Market Determination [TMD] is a document of Unity Bank Limited.

This TMD seeks to give our members, staff, product distributors, and other interested parties an understanding of the class of consumers for whom the product described has been designed, how the product is distributed, and related matters.

This TMD is not, and should not be construed as, a full summary of the product's terms and conditions. Nor is it a substitute for the provision of financial advice.

Any advice or information on this TMD does not take into account your personal objectives, financial situation or needs and you should consider whether it is appropriate for you. Please review our Disclosure Documents before acquiring any product.

Product	Advantage Plus (Owner Occupied)		
Issuer	Unity Bank Limited ABN/ACN 11 087 650 315 AFSL/Australian Credit Licence 240399 Reliance Bank is a division of Unity Bank Limited.		
Effective Date of TMD	1 <sup>st</sup> July 2022		
Target Market	Description of target market  Consumers that are looking to purchase or build their first home with a fully featured home loan offering lower interest rate, the flexibility to make additional repayments and redraw funds as required.  Description of product, including key attributes  The Advantage Plus is our fully featured home loan for First Home Buyers that offers complete flexibility with a full range of features and lower interest rates.  The product's key attributes are:  • Waived annual fee  • Low variable and/or fixed interest rate (up to 5 years)  • Principal and interest or interest only payments  • 100% offset interest facility with Visa Debit Card access (variable only)  • Unlimited free redraw (fully funded loan/s only)  • Loan period available up to 30 years  • No monthly account keeping/service fees  • No penalty for early pay outs (variable only)  • Ability to make additional repayments at no extra cost (variable only)  • Additional repayments capped at \$10,000 per year for fixed rate  • Option to split the loan between fixed and variable (conditions apply)		

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

The product has been designed for consumers that:

- Are seeking lower interest rates compared to Unity Bank's Advantage home loan
- Are seeking the ability to save interest while having access to money by using an offset facility
- Are seeking the flexibility to make extra repayments (\$10,000 per year cap for fixed rates)
- Are seeking flexibility to redraw funds as required (not available while loan is part funded during construction)
- Meet Unity Bank's credit assessment requirements and receive sufficient regular income
- Are seeking the ability to drawdown the loan progressively for loans for construction purpose
- Are seeking the ability to switch the repayment type from principal and interest to interest only
- Are seeking the ability switch the loan type from a variable to a fixed rate (up to five years)
- Are seeking the ability to split the loan balance into fixed and variable rate home loans
- Can provide residential property to secure the loan
- Need funds to purchase an existing property or to purchase land to build a home.

#### Classes of consumers for whom the product is clearly unsuitable

- Consumers who are not First Home Buyers
- Consumers that do not meet Unity Bank Limited's eligibility criteria
- Consumers that want a loan term greater than 30 years
- Consumers that want a line of credit facility
- Consumers that have defined goals and objectives and are not met by this product.

#### **Distribution channels**

The product is designed to be distributed through the following means and in accordance with Unity Bank process requirements:

- Direct distribution by Unity Bank employees via branch, online (including social media) and phone
- Unity Bank accredited mortgage brokers

#### **Distribution**

Target Market

(continued)

#### Distribution conditions and restrictions

The distribution of the product is subject to the following conditions and restrictions:

- Consumer meets the minimum age of 18
- Consumer is an Australian citizen or permanent resident
- Consumer meets the credit eligibility criteria
- Be a shareholder or become a shareholder of Unity Bank
- Unity Bank to ensure staff are accredited and authorised as product distributors
- Unity Bank to ensure Third Party distributors are industry qualified and fully accredited
- Consumers with appropriate borrowing capacity

### Why the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market Distribution All applications for this product are subject to Unity Banks credit assessment and (continued) loan eligibility criteria. In addition, Unity Bank completes further upfront evaluations, ongoing due diligence, and monitoring of product training to our staff. We will undertake a review of this TMD in the following circumstances: **Complaints** Consumer complaints (in number or significance) within a 3 month period regarding understanding of risks, key terms, conditions or features of this product. Feedback from Third Party distributors Reporting received, or consistent feedback from Third Party distributors which suggests that the target market may no longer be appropriate. Substantial product change When a substantial change is made to the product terms, conditions, or key attributes If we make a material change to the design or distribution of the product **Product performance** Evidence that consumer usage is significantly different from original expectations and contrary to the design of the product Evidence that product is no longer meeting the financial situation, needs and objectives of the target market Evidence of substantial sales outside of the target market **Reviews Triggers** If the product's design or distribution receive adverse media coverage Significant change to the external environment Regulatory or legislative environment for this product Economic and market conditions Notification from ASIC and/or AFCA ASIC request immediate cessation of product distribution, or cessation of particular conduct in relation to the product If ASIC raises concerns about the product's design or distribution If the Australia Financial Complaints Authority or a Court raise concerns about the product's design or distribution Significant dealings A significant dealing of the product to consumers outside the target market occurs If any other event or circumstance occurs indicating that this TMD may no longer be appropriate. Where a review trigger or event occurs, we will review this TMD within 10 business days.

Review Periods	Initial review  We will undertake a review of this TMD within 12 months of the effective date.  Periodic review  We will undertake periodic reviews of this TMD at least every 2 years from the initial review.		
Distributors Reporting Requirements	Complaints	Distributors must report any complaints to Unity Bank Limited within 10 business days (in writing) if they become aware of a complaint related to risks, key terms, conditions or features of this product.  All complaints in relation to this product will be reviewed and reported accordingly.	
	Significant dealings	Unity Bank Limited will report to those required if it becomes aware of a significant dealing that is not consistent with this TMD.	