



# Target Market Determination

## NAB Edge Credit Card

Determination Criteria	Description
Start date	07/03/2025
First and ongoing review period	The first review, and each ongoing review, must be completed within each consecutive 12 month period from the Start Date.
Product	<b>NAB Edge Credit Card</b> A basic low rate credit card with limited functionality for personal everyday spending, large household purchases or to manage monthly spending with a low interest rate and low annual fee.

### Target Market

Target market & product attributes	Consumer needs and objectives	Product attributes
	A NAB colleague that wants to participate in a short-term pilot program for a basic low-cost credit card with limited functionality to cover the cost of everyday spending or large household purchases and to flexibly manage their monthly spending.	This credit card provides the ability to use credit for: <ul style="list-style-type: none"> <li>personal everyday items</li> <li>large household purchases</li> <li>managing monthly spending</li> </ul> This card has a low annual fee and a low interest rate. This card is a digital only product.
	Consumer financial situation	Product attributes
A NAB colleague that: <ul style="list-style-type: none"> <li>requires a credit amount of \$1,000.</li> <li>has access to sufficient income to satisfy NAB's credit assessment requirements and to meet the following payments:               <ul style="list-style-type: none"> <li>minimum monthly repayments</li> <li>lower annual fee</li> <li>low interest rate.</li> </ul> </li> </ul>	This facility allows for a credit amount of \$1,000.  This credit card requires minimum repayments including: <ul style="list-style-type: none"> <li>minimum monthly repayments of 2% of outstanding balance or \$25, whichever is greatest</li> <li>low annual fee</li> <li>low interest rate.</li> </ul>	
A NAB colleague that wants to manage and reduce the interest on their credit card.	This credit card provides access to up to 44 interest free days on purchases.	
Negative target market statement	Not suitable for a person who is not a NAB colleague and who is unwilling to participate in a short-term pilot program for a credit card with limited functionality.  Not suitable for a person requiring credit with: <ul style="list-style-type: none"> <li>the ability to make purchases of more than \$1,000 or increase or reduce the credit limit of \$1,000</li> </ul>	

<b>Appropriateness statement</b>	NAB has considered that the product including its key features is appropriate for the target market including the likely objectives, financial situation and needs of customers in the target market.
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## Distribution Conditions

<p><b>Authorisation</b> This condition applies to all conduct</p>	<p><b>Condition 1</b></p> <p>A distributor must:</p> <ul style="list-style-type: none"> <li>• hold an Australian Credit Licence or be a Credit Representative authorised to engage in credit activities on behalf of a credit licensee unless an exemption applies covering the provision of credit activities in respect of the product; and if the distributor is not NAB: <ul style="list-style-type: none"> <li>- comply with the terms and conditions of any relevant distribution agreement or arrangement with NAB; and</li> <li>- if applicable, comply with the terms of any licensing exemption covering the provision of financial services in respect of the product.</li> </ul> </li> </ul> <p>This condition is appropriate as it ensures distributors are appropriately authorised to provide the relevant regulated financial services and will comply with the commercial terms agreed between the distributor and NAB.</p>
<p><b>General advice including Marketing</b> This condition applies to general advice (including most marketing)</p>	<p><b>Condition 2</b></p> <p>A distributor must only provide general advice (such as marketing) as to the product if:</p> <ul style="list-style-type: none"> <li>• a Target Market Determination (TMD) has been made and published for the product and has not been withdrawn</li> <li>• the distributor complies with the terms of the TMD for the product</li> <li>• the general advice is consistent with the customer needs, objectives and financial situation defined in the target market for the product; and</li> <li>• ASIC has not issued a Product Intervention Power restricting the publication of general advice for the product by the distributor.</li> </ul> <p>A distributor may provide general advice (marketing) as to the product through channels such as:</p> <ul style="list-style-type: none"> <li>• NAB's Edge Call Centre</li> <li>• the NAB Edge app</li> <li>• NAB Edge webpages on NAB's Website, and</li> <li>• Direct Email.</li> </ul> <p>This condition is appropriate because only pilot participants that are eligible for this product will be able to access these channels.</p>
<p><b>Retail product distribution conduct (other than General Advice)</b> These conditions apply to all retail product</p>	<p><b>Condition 3</b></p> <p>A distributor must only engage in retail product distribution conduct (other than general advice) if:</p> <ul style="list-style-type: none"> <li>• a TMD has been made and published for the product and has not been withdrawn</li> <li>• the distributor complies with the terms of the TMD for the product</li> <li>• ASIC has not issued a Product Intervention Power restricting the distribution of the product for</li> </ul>

distribution conduct that is not general advice	<p>the distributor; and</p> <ul style="list-style-type: none"> <li>the distributor has complied with Condition 4.</li> </ul> <p>A distributor must only engage in retail product distribution conduct (other than general advice) through:</p> <ul style="list-style-type: none"> <li>the NAB Edge app</li> </ul> <p>This condition is appropriate because only pilot participants that are eligible for this product will be able to access these channels.</p> <p><b>Condition 4</b></p> <p>A distributor must only engage in retail product distribution conduct (other than general advice) if they have identified:</p> <ul style="list-style-type: none"> <li>that the distribution of the product is consistent with the customer needs, objectives and financial situation defined in the target market for the product</li> <li>that the NAB colleague is willing and able to pay the minimum monthly repayment, annual fee and interest rate to access the key features of the product</li> <li>that the NAB colleague is seeking to participate in a short-term pilot program for a credit card with limited functionality and the following key features: <ul style="list-style-type: none"> <li>a credit amount of \$1,000</li> <li>access to an interest free period</li> </ul> </li> </ul> <p>The issue of this product is subject to compliance with the responsible lending obligations in Chapter 3 of the National Customer Credit Protection Act 2009.</p> <p>This condition is appropriate as it requires a distributor to confirm that the customer is in the target market.</p>
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## Review Triggers

<b>Review triggers</b>	<p>NAB and any distributor must cease all retail product distribution conduct (except excluded conduct) in respect of this product within 10 business days of NAB identifying a review trigger unless:</p> <ul style="list-style-type: none"> <li>NAB has determined that this TMD continues to be appropriate; or</li> <li>a new TMD has been made.</li> </ul> <p>The events and circumstances described below will trigger a review of this TMD if NAB determines it may relate to the appropriateness of the TMD having regard to NAB's internal policies.</p> <p>NAB will publish notice of a review on its website.</p>	
	<b>Material complaints</b>	<p>NAB actively monitors customer complaints and will review the appropriateness of the TMD where complaints in number or significance relate to.</p> <ul style="list-style-type: none"> <li>customer understanding of the risks, key terms, conditions or key features of this product</li> <li>credit limit amounts; and</li> <li>access to and use of interest free days.</li> </ul>
	<b>Product performance</b>	<p>NAB actively monitors product performance indicators relevant to the product and will review the appropriateness of the TMD in circumstances where:</p> <ul style="list-style-type: none"> <li>evidence shows that the financial situation of customers in the target market may not be met including monitoring of: <ul style="list-style-type: none"> <li>customers experiencing disproportionate rate of delinquencies</li> <li>customers not using the facility.</li> </ul> </li> </ul>

<b>Feedback from distributors</b>	Reporting received from distributors, or consistent feedback from distributors which suggests that the target market or product features may no longer be appropriate.  Refer to Reporting.
<b>Substantial product change</b>	NAB makes a substantial change to the product terms, conditions or key product features including: <ul style="list-style-type: none"> <li>• adding to, removing or changing a product attribute</li> <li>• a substantial pricing change which impacts the customer value proposition of the product; and</li> <li>• significant changes to a distribution channel and distribution strategy.</li> </ul>
<b>Significant change to the external environment</b>	<ul style="list-style-type: none"> <li>• Regulatory or legislative environment for this product</li> <li>• Economic and market conditions</li> </ul>
<b>Notification from ASIC</b>	NAB receives a notification from ASIC requiring immediate cessation of product distribution, or cessation of particular conduct in relation to the product.
<b>Significant dealings</b>	Evidence that the distribution of the product or distributor conduct are significantly different to the expectations set out in the TMD.

## Reporting

<b>Reporting period</b>	The Reporting Period for this determination is quarterly during each calendar year: <ul style="list-style-type: none"> <li>• First reporting period ending on 31 March</li> <li>• Second reporting period ending on 30 June</li> <li>• Third reporting period ending on 30 September</li> <li>• Fourth reporting period ending on 31 December</li> </ul>
<b>Reporting information</b>	A distributor must provide the following information in writing as soon as practicable, or within 10 business days after the reporting period unless otherwise specified.
<b>Complaint information</b>	Complaints related to risks, key terms, conditions or key features of this product including: <ul style="list-style-type: none"> <li>• the number of complaints,</li> <li>• the nature and circumstances of the complaints; and</li> <li>• whether or not there has been or is likely to be customer harm or detriment, and if so, the nature of the harm or detriment.</li> </ul>
<b>Feedback from distributors</b>	Feedback that the target market or key product features may no longer be appropriate and not meeting the likely needs and objectives and financial situation of the class of customers in the target market, including about: <ul style="list-style-type: none"> <li>• the credit limit amounts</li> <li>• access to and use of interest free days.</li> </ul>
<b>Significant dealings</b>	If a distributor becomes aware of a significant dealing in the product or an issue with the distributor conduct, that is not consistent with the TMD, they must notify the issuer in writing as soon as practicable, and in any event within 10 business days after becoming aware.
<b>Other information requested by NAB</b>	Any other information requested in writing by NAB from time to time subject to: <ul style="list-style-type: none"> <li>• The request being necessary to enable NAB to meet its legal and compliance obligations; and</li> <li>• NAB providing at least 30 days prior notice before the end of the Reporting Period.</li> </ul>