

Target Market Determination

Bank accounts

Product	Easy Everyday Access account
Issuer	Easy Street is a division of Community First Credit Union Limited ABN 80087649938 AFSL/Australian credit licence 231204
Date of TMD	21 September 2021
Target Market	<p><i>Description of target market</i></p> <p>Retail clients aged 18 or over who need a transactional banking account to make purchases, pay bills and access cash.</p> <p><i>Description of product, including key attributes</i></p> <p>This is an everyday access account and the key features of this product are:</p> <ul style="list-style-type: none"> • no minimum monthly deposit • optional Debit Card, ATM access for cash • ability to complete transfers to another Easy street account or account externally • payments via Osko and Apple Pay, Google Pay and Samsung Pay • access via internet banking, and mobile banking app • eStatements • direct debits and credits, periodical payments and BPAY • no monthly or annual fee • fees for international transactions apply other fees and charges may apply. Refer to the current fees and charges schedule
Distribution Conditions	<p><i>Distribution conditions</i></p> <p>This product is distributed by the issuer through the following channels:</p> <ul style="list-style-type: none"> • call centre • online <p>Distribution conditions for this product include:</p> <ul style="list-style-type: none"> • ensuring that retail clients meet the eligibility requirements for the product • ensuring that distribution is by appropriately trained staff <p>There are no other distributors for this product.</p>

Review Triggers

The review triggers that would reasonably suggest that the TMD is no longer appropriate include:

- A significant dealing of the product to consumers outside the target market occurs;
- A significant number of complaints is received from customers in relation to their purchase or use of the product that reasonably suggests that the TMD is no longer appropriate;
- A material change to the product or the terms and conditions of the product occurs which would cause the TMD to no longer be appropriate;
- Material changes to fees or rates of interest
- Material changes to withdrawal limits or transaction limits
- 20% or more of members aged under 18
- 20% of members aren't transacting for 12 months or more
- 20% or more of accounts close within any one month

The Product Governance Framework includes regular consideration of whether there has been a review trigger following each distribution information report. That consideration is by reference to paragraphs 154 to 156 of RG 274.

Review Periods

First review date: 5 October 2022.
Periodic reviews: every two years.

Distribution Reporting Requirements

The following information must be provided to Easy Street by distributors who engage in retail product distribution conduct in relation to this product:

Type of information	Description	Reporting period
Complaints	Number of complaints	As soon as practicable, and in any case within 10 business days after becoming aware
Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (eg, why it is not consistent with the TMD)	
Sales outside the target market	Number of sales \$ value of sales	