

# TARGET MARKET DETERMINATION

## MediPay personal loan

In this document, we describe who this product is appropriate for (target market), and any conditions and restrictions around how this product can be distributed to consumers. We also describe the events or circumstances where we may need to review this document.

This document is prepared on 14 November 2021 (effective date).

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## Introduction

### **About MediPay**

MediPay Holdings Pty Ltd (ACN 604 221 276) is an Australian Credit Licence holder (ACL 474 336) (**MediPay**). MediPay is the provider of credit to consumers for certain purposes and currently distributes these products online via its website [www.medipay.com.au](http://www.medipay.com.au)

### **About MediPay's product**

The MediPay personal loan is an unsecured term loan used by consumers for veterinary services.

The repayments on the loan are fixed repayments and can be repaid fortnightly or monthly with early repayment options available.

### **About this Target Market Determination**

We are committed to creating and maintaining a client-centric approach to the design and distribution of our products. The purpose of our Target Market Determinations is to ensure our products are suitable for the consumers we target.

This Target Market Determination is for our MediPay personal loan. Separate Target Market Determinations are available for our other products.

## Target market

### **Product description**

Below is a description of the key attributes that affect whether this product is likely to be suitable for the needs of the target market.

- Loan between \$2,000 and \$10,000 for 3 years
- Payment directly to the vet practitioner or service provider

Borrower to be:

- 18 years or more
- An Australian citizen or Permanent Resident
- Earning \$25,000 before tax or more per year and be employed or self employed
- Have a current Drivers Licence, Passport or Medicare Card
- Not bankrupt or in a debt agreement
- Sole source of income is not Centrelink
- All persons subject to suitability assessment

### **Objectives, financial situation and needs**

This product is designed to enable a class of consumer to make purchases whose likely needs, objectives and financial situation (outlined below) are aligned with this product and its key attributes, including consumers who:

- Have a specific need for veterinary services.

This product is not suitable for consumers who:

- do not meet the eligibility criteria;
- are below the age of 18;
- have low levels of financial literacy;
- have low levels of technological literacy;
- are in, or likely to experience, financial hardship;
- are going through bankruptcy; or

- are vulnerable, including those who are:
  - suffering any form of cognitive impairment;
  - unemployed or who have recently experienced job loss;
  - suffering from any illness affecting capacity;
  - suffering from any form of addiction; or
  - suffering from personal or financial circumstances causing significant detriment

## Consistency between target market and product

This product, including its key attributes, is likely to be consistent with the likely objectives, financial situation and needs of the class of consumers in the target market, as we consider that it provides the required type finance for that class of consumers.

We have made this determination based on an assessment of this product, including its key attributes. Individual consumers will need to consider whether this product meets their specific objectives, financial situation and needs.

## Distribution

The following distribution conditions apply to this product:

- This product can only be distributed by MediPay;
- We have verified that a potential customer falls within the target market during the onboarding process, meet all eligibility criteria, and have appropriate borrowing capacity.
- Payment of the loan proceeds goes directly to the vet practitioner or service provider unless reimbursements related to the procedure are approved by MediPay.

The distribution conditions will make it likely that consumers who acquire this product are in the target market, as we consider that the distribution conditions are appropriate and will enable us to direct this product to the class of consumers who fall within the target market set out above and benefit from this product. This has been determined based on an assessment of the distribution conditions and the target market.

## Review

We will review this Target Market Determination in accordance with the below:

<b>Initial review:</b>	Within 6 months of the effective date.
<b>Periodic reviews:</b>	Every one (1) year from the initial review.
<b>Review triggers:</b>	<p>When any event or circumstance arises that suggests this Target Market Determination is no longer appropriate. This includes (but is not limited to):</p> <ul style="list-style-type: none"> <li>• material changes to the key attributes of this product;</li> <li>• the occurrence of a significant dealing including when distribution occurs outside the target market;</li> <li>• where the distribution conditions are found to be inadequate;</li> <li>• external events such as adverse media coverage or regulatory attention;</li> <li>• receipt of a large volume of complaints; and</li> <li>• where we detect issues with the distribution of this product through the monitoring of daily business activities as well as the monitoring and supervision of distributors.</li> </ul>

## Reporting and monitoring

If we appoint third party distributors, we will collect the following information from distributors in relation to this Target Market Determination:

<b>Complaints</b>	Report all complaints in relation to this product on a monthly basis. This will include written details of the complaints.
<b>Significant dealings</b>	Report if they become aware of a significant dealing in relation to this product that is inconsistent with this Target Market Determination within ten (10) business days.
<b>Feedback</b>	Report all feedback in relation to this product (including the performance of this product) on a quarterly basis.