



The American Express® Platinum Card

Issuer	American Express Australia Limited ABN 92 108 952 085
Date of Target Market Determination	5 th October 2021
Description of Target Market (TM)	This rewards Charge Card has been designed for consumers from American Express affiliate partners that are looking to make purchases with a card that earns Membership Rewards points and provides premium benefits as listed in the product key features below.

Product

Key Features	<p>Payment Tool Allows consumers to make purchases with up to 44 days before the full balance is due each month. This product has no pre-set spending limit.</p> <p>Reward Points Earns Membership Rewards points: 2.25 points per \$1 spent, except government bodies in Australia which earns 1 point per \$1 spent.</p> <p>Travel Benefits \$450 Travel Credit, Access to the American Express Global Lounge Collection, Discounted First and Business flights, Fine Hotels + Resorts Program, Hotel Elite Status, Accor Plus Membership and Travel Insurance.</p> <p>Other benefits Platinum concierge service, Global Dining Collection, Complimentary Fashion Credit, Digital News Subscription, Langton's Wine Benefit, access to American Express Experiences program. Insurances such as travel insurance, Buyers Advantage, Refund and Purchase Protection.</p>
Other Key Attributes	<p>Annual Fee: \$1200.</p> <p>Late Payment Fee: 3% or \$20, whichever is greater, will be charged on any overdue amount.</p>
Key Eligibility Criteria	<p>Annual income of \$100,000 or more.</p> <p>Aged 18 years or over.</p> <p>Australian citizen, permanent resident or holding long term visa (long term means 12 months or over and does not include a student visa).</p>

Purpose

TM's likely Objectives	Seeks premium benefits, experiences and insurances. Ability to earn and redeem Membership Rewards points.	
TM's Financial Situation	Income above \$100,000. Has the ability to pay their statement balances in full when due.	
TM's Needs	Looking to make purchases of goods and services on a Charge Card while managing cash flow.	
Appropriateness and Unsuitability	<p>This product's key features, attributes and eligibility criteria as listed above are likely to be consistent with the objectives, financial situation and needs of consumers in the Target Market. This rewards card is unsuitable for:</p> <ul style="list-style-type: none"> • Consumers who do not meet the Key Eligibility Criteria and Likely Financial Situation. • Consumers who cannot make repayments. • Consumers who will carry a balance. • Consumers who cannot take advantage of any of the key product features. 	
Distribution Conditions	<ul style="list-style-type: none"> • Distributors: Affiliate partners and American Express Online applications. • Conditions: Consumers must meet the product eligibility requirements. 	
Review Triggers	<ul style="list-style-type: none"> • Material change to the key product features, attributes, eligibility and/or terms and conditions. • Material changes to fees. • High default rates, abnormal cancellation rates, high hardship rates or evidence of unmitigated risks to vulnerable consumers. • Material or unexpectedly high number of complaints (as defined in section 994A(1) of the Act) about the product or distribution of the product. • The use of Product Intervention Powers, regulatory orders or directions that affect the product. 	
Review Period	Initial Review: 1 year. Subsequent review: 3 years.	
Distributor Information Reporting Requirements	Reporting requirements	Reporting Period
	Complaints (as defined in section 994A(1) of the Act) relating to the product design, product availability and distribution. The distributor should provide all the content of the complaint, having regard to privacy.	Within 10 business days following end of calendar quarter.
Significant dealing outside of target market, under s994F(6) of the Act. Reporting to include the dates, description and volumes of the significant dealings.	As soon as practicable but no later than 10 business days after distributor becomes aware of the significant dealing.	

Legal disclaimer

This Target Market Determination (TMD) is required under section 994B of the Corporations Act 2001 (Cth) (the Act). It sets out the class of consumers for whom the product, including its key attributes, would likely be consistent with their likely objectives, financial situation and needs. In addition, the TMD outlines the triggers to review the target market and certain other information. It forms part of Issuer's design and distribution arrangements for the product.

This document is not a product disclosure statement and is not a summary of the product features or terms of the product. This document does not take into account any person's individual objectives, financial situation or needs. Persons interested in acquiring this product should carefully read the Product Disclosure Statement or respective Terms and Conditions (PDS) for the Product before making a decision whether to buy this product.

Important terms used in this TMD are defined in the TMD Definitions which supplement this document. Capitalised terms have the meaning given to them in the product's PDS, unless otherwise defined. The PDS can be obtained by contacting American Express <https://www.americanexpress.com/au/contact-us/> or on our website at <https://www.americanexpress.com/australia/>