



American Express® Platinum Card

Issuer	American Express Australia Limited ABN 92 108 952 085
Date of Target Market Determination	01 November 2025
Description of Target Market (TM)	<p>Consumers who:</p> <ul style="list-style-type: none">• want a flexible spending limit;• want to make purchases by deferring payment for a short time with no interest and are able to pay the balance in full each month;• want to have the ability to earn reward points and to access additional travel, lifestyle and insurance benefits; and• are willing and able to pay an annual fee of \$1450. <p>Further detail on the likely objectives, financial situation and needs of the Consumers for which this Charge Card is intended are described below.</p>

Target Market

American Express has designed this Charge Card for Consumers with the objectives, financial situation and needs outlined in the tables below, being the Target Market.

Objective and needs	Charge Card attributes
If a Consumer's objectives and needs are to:	This Charge Card will be consistent with the objectives and needs of Consumers in the Target Market because:
use a payment facility to defer payment for goods and services without incurring interest	Payment for goods and services will be deferred for up to 44 days before the balance must be paid in full. No interest is charged, however liquidated damages are payable if payment is not made by the due date.
have a payment facility with flexible spending power	Unless we notify the Consumer otherwise, the American Express Charge Card comes with flexible spending power, also known as no pre-set spending limit. This means that the amount the Consumer can spend is dynamic and can adapt based on the Consumer's transaction patterns, credit rating and other factors.
protect themselves against fraud and unauthorised charges	This Charge Card includes Fraud Protection Guarantee (protection against unauthorised charges if Consumers notify American Express immediately upon discovery of any fraudulent transactions and if Consumers have complied with the Card Member Agreement).
earn and redeem Membership Rewards points	Membership Rewards points are earned on purchases and can be redeemed in a number of ways.
access Travel Insurance	Includes Travel Insurance for Australian residents who use their Card to purchase travel. Terms, conditions, cover limits and exclusions apply (such as maximum age limit of 79 when travel is purchased and a pre-existing medical condition(s) exclusion).

access travel benefits	<p>This Charge Card includes:</p> <ul style="list-style-type: none"> • annual \$450 travel credit; • access to the American Express Global Lounge Collection; • access to hotel status programs; and • access to Fine Hotels + Resorts and The Hotel Collection programs.
access to retail item and smartphone insurances	<p>Consumers will receive access to:</p> <ul style="list-style-type: none"> • Card Purchase Cover; • Card Refund Cover; • Buyer's Advantage Cover; and • Smartphone Screen Cover. <p>Terms, conditions and exclusions apply.</p>
access to roadside and home assistance	<p>Consumers will receive access to:</p> <ul style="list-style-type: none"> • Roadside Assistance; and • Home Assistance. <p>Terms, conditions and exclusions apply.</p>
access to other premium benefits	<p>Subject to change this Charge Card includes a Retail benefit, Digital News Subscription, Wine Benefit, access to the American Express Experiences program.</p>

Financial situation

The financial situation of the Target Market are Consumers that:	<ul style="list-style-type: none"> • earn a sufficient income of at least \$50,000 per annum to pay outgoings and living expenses, in addition to Card repayments each month without experiencing financial hardship; • are willing and able to pay an annual fee of \$1,450; • have current employment or access to other income or repayment sources; and • generally have an established credit history and reasonable credit score.
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Consumers outside of the Target Market

This Charge Card is unsuitable for Consumers who:	<ul style="list-style-type: none"> • do not meet a significant number of the objectives and needs of the Target Market or do not meet the financial situation of the Target Market (as outlined above); • require the ability to revolve a balance; • require a no or low annual fee Card; • cannot make repayments within their means or without experiencing financial hardship; or • do not meet the Key Eligibility Criteria outlined below.
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Key Eligibility Criteria

To be approved for this Charge Card, Consumers must satisfy the following eligibility criteria:	<ul style="list-style-type: none"> • be aged 18 years or over; and • be an Australian citizen, permanent resident or holding long term visa (long term means 12 months or longer and does not include a student visa).
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The product is distributed through American Express' approved distribution channels which funnels customers into American Express' website, where standardised information and disclosures are provided. The below table identifies the distribution channels which the product is offered and sets out the conditions that apply to each channel.

Distribution channels	Distribution conditions that result in distribution being consistent with the Target Market Determination
American Express website & online applications	All content and materials are reviewed and approved by American Express in accordance with our internal policies and governance framework. Key product information including disclosures and terms and conditions are presented to customers on the website. A Card comparison tool incorporating product features is available on the American Express website. All applicants must meet American Express' standard risk criteria.
Online advertising and marketing (including 3rd party websites, social media campaigns and promotional offers)	All content and materials are reviewed and approved by American Express in accordance with our internal policies and governance framework. All customers are directed to American Express' website for more information and can only apply from the website. Key product information including disclosures and terms and conditions are presented to customers on the website. A Card comparison tool incorporating product features is available on the American Express website. All applicants must meet American Express' standard risk criteria.
Paid card comparison websites	All product information provided to paid card comparison websites is reviewed and approved by American Express in accordance with our internal policies and governance framework before being supplied to a comparison website. All resulting content produced by the paid card comparison site is also reviewed by American Express for accuracy. All customers are directed to American Express' website for more information and can only apply from the website. Key product information including disclosures, terms and conditions are presented to customers on the website. A Card comparison tool incorporating product features is available on the American Express website. All applicants must meet American Express' standard risk criteria.
Affiliates & Content Providers	All product information provided to affiliates and content providers is reviewed and approved by American Express in accordance with our internal policies and governance framework before being supplied to an affiliate or content provider. All resulting content produced by an affiliate or content provider is also reviewed by American Express for accuracy. All customers are directed to American Express' website for more information and can only apply from the website. Key product information including disclosures and terms and conditions are presented to customers on the website. A Card comparison tool incorporating product features is available on the American Express website. All applicants must meet American Express' standard risk criteria.
Internal Product Transfer Campaigns (email and letter)	Recipients are subject to eligibility criteria including good repayment behaviour. All content and materials are reviewed and approved by American Express in accordance with our internal policies and governance framework. Key product information including disclosures and terms and conditions are presented to customers on the website. A Card comparison tool incorporating product features is available on the American Express website. All applicants must meet American Express' standard risk criteria.
American Express Service Centre (Incoming Calls - Internal Product Transfers)	All staff are trained and provided with product information reviewed and approved by American Express in accordance with our internal policies and governance framework. Staff are required to read scripted and mandated disclosures to customers. Calls are recorded for coaching and training purposes.

Review Triggers

If any of the events or circumstances occur that would reasonably suggest the TMD is no longer appropriate, American Express will stop distributing the Charge Card and conduct a prompt review of the TMD.	<ul style="list-style-type: none">• The Charge Card's attributes change so that it is no longer consistent with the likely objectives, financial situation and needs of the Consumers in the Target Market.• Material changes to fees.• High default rates, abnormal cancellation rates, high hardship rates or evidence of unmitigated risks to vulnerable Consumers.• The distribution methods are no longer directed at Consumers who are in the Target Market.• Material or unexpectedly high number of complaints about the product or distribution of the product.• A significant dealing of the charge card to Consumers who are outside of the Target Market.• The use of product intervention power from ASIC or regulatory orders or directions that affect the product.
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Review period	Next review date: 01 September 2027.
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Distributor Information Reporting Requirements

Distributors of the product must provide to Amex the following information:	Reporting requirements	Reporting Period
	Complaints 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 of the end of a calendar quarter.
	Significant dealing outside of the Target Market.	As soon as practicable but no later than 10 business days after distributor becomes aware of the significant dealing.

This Target Market Determination is required under section 994B of the Corporations Act 2001 (Cth). The TMD sets out the likely objectives, financial situation and needs of the class of Consumers that this product is designed for. The TMD does not take into account any person's individual circumstances and is not a recommendation or advice to take out the product. This document is not a product disclosure statement, summary or a substitute for the product terms and conditions. If you are interested in this product, you should read the card terms and conditions, product information and important disclosures available at www.americanexpress.com before you apply.