



## American Express® Platinum Rewards Card

<b>Issuer</b>	American Express Australia Limited ABN 92 108 952 085, Australian Credit Licence No. 291313
<b>Date of Target Market Determination (TMD)</b>	3 May 2023
<b>Description of Target Market</b>	<p>The Target Market for this credit card are consumers who:</p> <ul style="list-style-type: none"><li>• want to make purchases on credit with the ability to earn Membership Rewards or Qantas points and access travel and shopping benefits;</li><li>• earn a sufficient income to enable them to pay their outgoings and living expenses, in addition to their card repayments each month without experiencing financial hardship; and</li><li>• are willing and able to pay an interest rate of 23.99% p.a and an annual fee of \$295.</li></ul> <p>Further detail on the likely objectives, financial situation and needs of the consumers for which this credit card was intended are described below.</p>

### Target Market

American Express has designed this credit card for consumers with the objectives, financial situation and needs outlined in the tables below, being the Target Market.

<b>Objective and Needs</b>	<b>Credit Card Attributes</b>
<b>If a consumer's objectives and needs are to:</b>	<b>This credit card will be consistent with the objectives and needs of consumer's in the target market because:</b>
use credit to <b>defer</b> payment for goods and services	Payment for goods and services will be deferred until consumers pay the balance of the credit card. Consumers can choose to pay off their credit card by paying the minimum repayment, the full balance or enter into a fixed installment plan.
defer payment for a reasonable amount of time by <b>revolving the balance</b>	Consumers will be able to pay off their purchase within a reasonable amount of time, subject to payment of monthly interest at a rate of 23.99% p.a.
defer payment <b>without incurring interest for short periods of time</b> if the balance is paid in full before the payment due date	Consumers will have up to 55 days interest free on purchases provided the full closing balance of the monthly statement is paid by the due date each month (excluding if consumers carry forward a balance from the previous statement period).

have certainty and consistency of repayment amounts	Consumers will be able to pay the balance of the credit card on a fixed installment plan with a fixed fee.
access <b>\$2,000 or more in credit</b> and to determine their credit limit	The minimum credit limit for this product is \$2,000 and consumer's are able to nominate their maximum credit limit (subject to approval).
make <b>contactless</b> payments using a mobile phone	Consumers can enrol their card in a mobile wallet with compatible devices.
protect themselves against <b>fraud</b> and <b>unauthorised charges</b>	This credit card includes fraud protection guarantee (protection against unauthorised charges if consumers notify Amex immediately upon discovery of any fraudulent transactions and if consumers have complied with their Card Member Agreement).
earn and redeem <b>Membership Rewards</b>	Membership Rewards points are earned on purchases.
access <b>travel insurance</b>	This credit card includes travel insurance for consumers who meet the eligibility criteria.
access to <b>retail item insurances</b>	Consumers will receive access to: <ul style="list-style-type: none"> <li>• Card Purchase Cover;</li> <li>• Card Refund Cover; and</li> <li>• Buyer's Advantage Cover.</li> </ul> Terms, conditions and exclusions apply.

## Financial situation

<b>The financial situation of the target market is as follows:</b>	<ul style="list-style-type: none"> <li>• earns a sufficient income to pay outgoings and living expenses, in addition to card repayments each month without experiencing financial hardship;</li> <li>• have current employment or access to other income or repayment sources;</li> <li>• generally have an established credit history and reasonable credit score; and</li> <li>• are willing and able to pay an interest rate of 23.99% p.a and an annual fee of \$80.</li> </ul>
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## Consumers outside of the target market

<b>This credit card is unsuitable for consumers who:</b>	<ul style="list-style-type: none"> <li>• 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);</li> <li>• require a no annual fee credit card;</li> <li>• require a low interest credit card;</li> <li>• cannot make repayments without experiencing financial hardship;</li> <li>• do not meet the Key Eligibility Criteria outlined below; or</li> <li>• intend to pay off purchases on their card over a longer than reasonable period.</li> </ul>
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## Key Eligibility Criteria for the credit card

<b>To be approved for this credit card, consumers must satisfy the following eligibility criteria:</b>	<ul style="list-style-type: none"> <li>• be aged 18 years or over; and</li> <li>• 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).</li> </ul>
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The product is distributed through American Express' approved distribution channels which funnels customers into the American Express website, where standardised information and disclosures are provided. The below table identifies the distribution channels through 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 Service Centre (Incoming Calls - Card Product 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, Amex will stop distributing the credit card and conduct a prompt review of the TMD.	<ul style="list-style-type: none"> <li>The credit 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</li> <li>Material changes to fees or interest rates.</li> <li>High default rates, high hardship rates or evidence of unmitigated risks to vulnerable consumers.</li> <li>The distribution methods are no longer directed at consumers who are in the target market.</li> <li>Material or High number of complaints about the product or distribution of the product about the product or distribution of the product.</li> <li>A significant dealing of the credit card to consumers who are outside of the Target Market.</li> <li>The use of product intervention power from ASIC or regulatory orders or directions that affect the product.</li> </ul>
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Review Period	Next Review Dates: 24 August 2023 and 24 August 2025.
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This TargetMarket 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](http://www.americanexpress.com) before you apply.