



Target Market Determination – **Fintech Actuator** Mastercard Prepaid Card

Issued By Change Financial Payment Services Limited

Start date:	1 Aug 2024
Version:	1.0
Review period:	Every 12 months from the start date of this Target Market Determination
Next review due:	1 Aug 2026
Issuer of the Product:	Change Payment Services Pty Ltd (ABN 92 651 106 955 & AFSL 534901)
Distributor of the Product:	Fintech Actuator ABN 76 662 535 131

What is a Target Market Determination?

A Target Market Determination (TMD) sets out who a financial product is appropriate for (target market), and any conditions around how the product can be distributed to consumers. It also describes the events or circumstances where Change may need to review the Target Market Determination.

A Target Market Determinations helps ensure that financial products are being provided to the type of people for which they were designed for. In another word, it helps consumers understand if a product is a good fit for their needs.

The Fintech Actuator Mastercard Prepaid Card is a financial product for the purposes of the Design and Distribution Obligations outlined in the Corporation Act 2001 (Cth). Change Payment Services Pty Ltd (CFPS) is therefore obligated to create Target Market Determinations for this product. The table below demonstrates how CFPS has assessed the design, availability, review and improvement of this product.

Product	
Mastercard® Prepaid Card	This Target Market Determination applies to the Fintech Actuator Mastercard Prepaid Card
Target Market	

Consumers Description	<p>Class of Consumers</p> <p>Fintech Actuator, in partnership with Mastercard and Change Financial, sponsor selected corporate Clients to participate in an incubator program, for the purposes of developing and testing their own pre-paid card product or program, with a view to enter the market with a full-scale card program within 6-18 months.</p> <p>The product is targeted at corporate Clients who have a need for low-cost access to prepaid cards for product development, proof of concept, and possibly to attract investment capital. The end consumers of the pre-paid cards are limited in numbers (typically 1-1,000), being employees or selected customers of the corporate Client.</p> <p>Objectives</p> <p>Provide corporate Clients the ability to participate in a prepaid card program, to learn, develop and test their own product, with a view to launch a full-scale card program of their own</p> <p>Needs</p> <p>Clients seek a convenient and low-cost prepaid card solution for product development, avoiding the effort and cost of a full integration with an Issuer/Processor and risk of launching an unsuitable product to consumers, until such time that they are ready to launch their own card program.</p> <p>Financial Situation</p> <p>The Financial Situation of the cardholders / consumers (who are selected employees or customers of the Client), is not considered since the purpose of using the card product is to provide feedback on the product and service being developed by the Client. The funding of the pre-paid card is provided by the Client, not the cardholder.</p>
Product Description	<p>Features of the product</p> <p>The product is a Prepaid card facility, with stored value funded by the corporate Client participating in the Incubator Program. The cardholder is permitted to spend the stored value for the purposes of allowing the Client to test and learn within their own product development. The card product comes with the following key attributes:</p> <ul style="list-style-type: none"> • Prepaid payment facility that can be preloaded with funds by transferring funds onto the Prepaid Card from the Fintech Actuator float, based on amounts as instructed by the Client. Fintech Actuator arranges funding from the Client respectively • Can be used to make payments for general purchases anywhere within Australia where Mastercard is accepted • Can be used to make contactless transactions for payments under \$200 without a PIN

	<ul style="list-style-type: none"> • Can be used to make purchases online or via telephone • Can not be used to withdraw cash from ATMs or POS
Appropriateness Statement	<p><i>This explains how the product aligns with the likely objectives, financial situation and needs of the target market</i></p> <p>The Issuer/CFPS has evaluated and determined that the product, along with its key features, aligns well with the needs, financial situations and the objectives of the intended target market.</p>
Distribution conditions	<i>The conditions and restrictions on the distribution of the product</i>
Distribution Channels	<p><i>CFPS will have oversight over how the product is distributed and promoted</i></p> <p>The product is issued by CFPS and is designed to only be distributed by Fintech Actuator through one of the following channels:</p> <ul style="list-style-type: none"> • The official website; and • Any other issuer-approved communication channels, including websites, emails, and social media. • Staff assisted channels, such as in-person interactions and over the phone services. • Any other issuer approved third-party communication channels, including websites, emails, and social media. <p>Staff involved in the distribution are appropriately trained to meet relevant qualification requirements.</p>
Marketing and Promotion	<p>The product may be marketed and promoted by Fintech Actuator through approved channels, including:</p> <ul style="list-style-type: none"> • Television • Radio • The internet (including social media) • Billboards and physical banners • Brochures and other marketing material available to the general public; and • Any other issuer approved communication channels including telephone, websites, email and social media. <p>Staff involved in the marketing and promotion of the product are appropriately trained to meet relevant qualification requirements.</p>
Conditions and Restrictions on Distributions	<p>The product should only be distributed under the following circumstances:</p> <ul style="list-style-type: none"> • The consumer must meet the applicable eligibility and approval criteria • The product should only be distributed in accordance with CFPS's agreement and product process requirements.
Review Triggers	<i>If there is an event or situation that reasonably indicates the Target Market Determination may no longer be suitable</i>

	<p><i>Change will undertake a review of this Target Market Determination when the following events or situations occur:</i></p> <p>Complaints When there are either a significant number of complaints or a significant number of incidents in relation to the terms of this product and /or the distribution conduct</p> <p>Product Performance Where there is evidence, as determined by the issuer, that may suggest that the product itself or the product's performance is not appropriate for the target market.</p> <p>Material Change of Product When any changes to the product would cause the determination to no longer be appropriate for the target market.</p> <p>Significant Dealing When there are significant dealings of the product with customer outside the target market, or a noticeable pattern of distributor conduct that is not consistent with the determination.</p> <p>Notification from ASIC When ASIC requires an immediate cessation of product distribution or a particular conduct in relation to the product.</p>
Reporting requirements	<i>The distributor engaged in retail product distribution conduct in respect of this product must provide the following information in writing to the issuer within the time specified below:</i>
Reporting Period	The reporting period for this determination is each consecutive 6-month period from the Start date.
Reporting Information	<p>Distributors are required to notify CFPS on any complaints, significant dealings and provide relevant feedback and information requested by the Issuer.</p> <p>Complaint Information The distributor must</p> <ul style="list-style-type: none"> • report to the issuer complaints received in relation to the product during the reporting period. This includes the number and nature of complaints, following the guidelines set out in paragraph RG271.182 of Regulatory Guide 271. • provide the information as soon as practicable, or in any event, within 10 business days after the end of each reporting period. <p>Distributor Feedback In the event where the distributor discovers information that suggests the target market determination may no longer be</p>

	<p>appropriate, the distributor must provide the information as soon as practicable, or in any event, within 10 business days after the reporting period.</p> <p>Significant Dealing The distributor must report any significant dealings in the product that is not consistent with the target market determination within 10 business days after becoming aware of the significant dealing.</p> <p>Information requested by Issuer The distributor must provide any information reasonably requested by the issuer as soon as practicable and within 10 business days.</p>
Additional Information relevant to the distribution of the product	

Document Control

Version	Date	Comments
1.0	1 Aug 2024	Commencement of the card program