



Target Market Determination – Hnry Digital Debit Card / Mastercard Debit Card

Issued By Change Financial Payment Services Pty Limited

Start date:	14/04/2026
Review period:	every 12 months from the start date of this Target Market Determination
Issuer of the Product:	Change Financial Payment Services Pty Ltd (ABN 92 651 106 955 & AFSL 534901)
Distributor of the Product:	Hnry Australia Pty. Limited (ABN 88637624072)

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 Hnry Digital Debit Card (a Mastercard Debit 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® Debit Card	This Target Market Determination applies to the Hnry Digital Debit Card
Target Market	
Consumers Description	Class of Consumers Hnry offer tax and accounting services to small businesses and sole traders, and by extension of that also offer a commercial debit card solution for simplified business expenses and accounting. The card product is targeted at: • Small business and sole trader customers who have a need for a card for the purposes of paying business expenses.

	Objectives Provide customers with an alternative to traditional bank and expense management systems, accessing their funds held under management with Hnry, and enabling simplified and effective expense management, accounting and tax reporting. Needs Customers seek more direct access to their business funds through a convenient and low-cost card solution, for managing their business expenditure. Financial Situation The Financial Situation of the cardholder is not considered since the payment product is Commercial Debit, whereby the card is used for paying expenses incurred by the business/cardholder.
Product Description	Features of the product The product is a Debit card facility, accessing funds owned by the business / cardholder. The cardholder is permitted to use the card within the following key attributes: • a Debit card payment facility that can draw upon a positive available balance, and can be used to make payments for general purchases anywhere where Mastercard is accepted • Can be used to make contactless transactions for payments using a digital wallet • Can be used to make purchases online or via telephone • Can not be used to withdraw cash from ATMs or POS
Appropriateness Statement	<i>This explains how the product aligns with the likely objectives, financial situation and needs of the target market</i> 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.
Distribution conditions	<i>The conditions and restrictions on the distribution of the product</i>
Distribution Channels	<i>CFPS will have oversight over how the product is distributed and promoted</i> The product is issued by CFPS and is designed to only be distributed by Hnry through the following channels: • 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. Staff involved in the distribution are appropriately trained to meet relevant qualification requirements. The customer must be a registered customer of Hnry before a card can be requested.
Marketing and Promotion	The product may be marketed and promoted by Hnry through approved channels, including: • 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. Staff involved in the marketing and promotion of the product are appropriately trained to meet relevant qualification requirements.
Conditions and Restrictions on Distributions	The product should only be distributed under the following circumstances: • The cardholder 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>
	<i>Change will undertake a review of this Target Market Determination when the following events or situations occur:</i> 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 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. Material Change of Product

	When any changes to the product would cause the determination to no longer be appropriate for the target market. 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. Notification from ASIC When ASIC requires an immediate cessation of product distribution or a particular conduct in relation to the product.
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 12-month period from the Start date.
Reporting Information	Distributors are required to notify CFPS on any complaints, significant dealings and provide relevant feedback and information requested by the Issuer. Complaint Information The distributor must • 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. Distributor Feedback In the event where the distributor discovers information that suggests the target market determination may no longer be appropriate, the distributor must provide the information as soon as practicable, or in any event, within 10 business days after the reporting period. 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. Information requested by Issuer The distributor must provide any information reasonably requested by the issuer as soon as practicable and within 10 business days.

Version	Date	Comments
1.0	14 th April 2026	Commencement of the card program