

# Target **Market** Determination

## **High Interest Savings Account and Purpose Saver Account**

Effective date: 10 May 2026

### About this document

#### **When to use this target market determination**

This target market determination (TMD) seeks to offer customers, distributors and staff with an understanding of the class of customers for which these products have been designed, having regard to the customers' objectives, financial situation and needs.

This document is not intended to provide financial advice. Customers must refer to the Rabobank Online Savings Terms & Conditions which outline the relevant terms and conditions under the products.

#### **Product to which this target market determination applies**

This TMD applies to the High Interest Savings Account (HISA) and Purpose Saver Account. Aside from this TMD, the HISA and Purpose Saver Account are also referred to in other disclosure documents including but not limited to:

- Rabobank Online Savings Terms and Conditions
- Rabobank Notice Saver Product Disclosure Statement
- Rabobank Australia Limited Financial Services Guide

#### **Date from which this target market determination is effective**

10 May 2026.

### Class of customers that fall within this target market

The information below summarises the overall class of customers that fall within the target market for these products, based on the products' key attributes and the objectives, financial situation and needs of the customer that it has been designed to meet.

#### **Class of customers**

The HISA and Purpose Saver Accounts have been designed for customers who would like to earn interest on their surplus funds and have at-call access, and includes eligible customers under the Banking Code of Practice.

## Product description and key attributes

The HISA and Purpose Saver Accounts are savings products that pay a variable interest rate and provide at-call access to funds via a nominated Linked Account held with another Australian Financial Institution.

The key attributes of these products are:

| Key product attribute   | HISA | Purpose Saver |
|---|------|---------------|
| A Savings account with a variable interest rate and at-call access. Different interest rates may apply to different balance ranges  | ✓    | ✓             |
| To open a Purpose Saver customers must first open and maintain a HISA   |      | ✓             |
| New HISA customers can earn a variable introductory rate (refer to applicable terms and conditions)   | ✓    |               |
| Must nominate and hold a Linked Account, which is an account: <ul style="list-style-type: none"><li>• in the same entity name as the HISA / Purpose Saver</li><li>• which is owned and operated with an Australian financial institution; and</li><li>• which can accept debits and credits</li></ul>                                     | ✓    | ✓             |
| No fees or charges  | ✓    | ✓             |
| No minimum balance requirement  | ✓    | ✓             |
| The HISA allows access to the full range of Rabobank Online Savings products including the Purpose Saver Account which is an at-call savings product that pays a variable rate of interest with no fees or charges. Purpose Saver, along with all other Rabobank Online Savings products can be opened within internet and mobile banking | ✓    | ✓             |
| Withdrawals can be made to the nominated Linked Account   | ✓    | ✓             |
| No need to change everyday banking account. Transfer funds to HISA or Purpose Saver from an everyday account that accepts deposits and debits held with another Australian Financial Institution  | ✓    | ✓             |
| Offers internet and mobile banking access only  | ✓    | ✓             |
| Added security using multi-factor authentication  | ✓    | ✓             |
| Deposits covered under the Australian Government's guarantee on combined balances of up to \$250,000 per account holder with Rabobank Australia Limited   | ✓    | ✓             |

## Needs

The HISA and Purpose Saver Accounts have been designed for customers who:

- Require at-call access to their funds
- Do not want to pay fees or charges
- Require the flexibility to make additional deposits at any time
- Would like to manage their savings account using internet and mobile banking

## Objectives

The HISA and Purpose Saver Accounts have been designed for customers who:

- Seek to earn interest on their savings
- Seek a savings account with no minimum balance requirement
- Seek to retain their everyday banking account
- Seek access to the full suite of Rabobank Online Savings products

## Financial situation

This High Interest Savings Account and Purpose Saver have been designed for customers who have surplus funds available for saving.

## Excluded class of customer

The HISA and Purpose Saver Accounts have not been designed for customers who require branch and telephone banking access to their account.

## Consistency between target market and product

These products are likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market. This is based on an analysis of the key terms, features and attributes of the products and a finding that these are consistent with the identified class of customers.

## Applications are subject to Rabobank Approval

Applications for the HISA and Purpose Saver Accounts are open to customers who meet the following requirements:

- New customers that are:
  - individuals (including Joint applicants)
  - Self-Managed Superannuation Funds (SMSF); or
  - private companies, trusts, sole traders and partnerships that meet eligibility criteria outlined in the Rabobank Online Savings application
- Existing Individual, SMSF, Business and Trust customers are able to continue operating their Rabobank Online Savings Accounts and are able to open a Purpose Saver if they don't already have one
- Each individual or trustee owner of an account must be at least 18 years old
- Each applicant must be an Australian tax resident at all times while holding the HISA
- Applicants are required to provide us with a valid and current:
  - email address
  - residential address and if applicable, postal address; and
  - Australian mobile phone number

We may waive any of these requirements at our discretion.

## How this product is to be distributed

### Distribution conditions

These products have been designed to be distributed through the following means:

- For HISA online via links on [www.rabobank.com.au](http://www.rabobank.com.au);
- For the Purpose Saver account via Rabobank Internet Banking Services including the Secure Site and Mobile App;
- The account cannot be opened in a branch or over the phone; and
- Rabobank approved intermediaries including:
  - a licensed professional (e.g. a financial adviser or broker); and
  - any other appropriately licenced distributor (e.g. comparison website)

### Adequacy of distribution conditions and restrictions

By distributing the HISA via links on [www.rabobank.com.au](http://www.rabobank.com.au) and the Purpose Saver via the Rabobank Secure Site and the Rabobank Online Savings Mobile App, it means that customers are able to view information about the product as they apply for it, and determine whether it meets their financial situation, needs and objectives. This makes it more likely that customers who acquire the products are in the target market.

Ensuring that distribution is also through Rabobank approved intermediaries who are licensed professionals (e.g. financial advisers or brokers) will make it more likely that customers are in the target market. This is because those professionals understand the target market of this TMD, and will assist distribution in being directed towards the target market for whom the products have been designed.

By distributing the products through Rabobank approved intermediaries who are appropriately licenced distributors – particularly comparison websites – this means that customers are able to view information about the product and compare it to other similar products which may then result in them going to the Rabobank website to view information about the product to confirm whether it meets their financial situation, needs and objectives. Use of these websites makes it more likely that customers who acquire the products are in the target market.

We have therefore determined that the distribution conditions and restrictions are appropriate and will make it likely that customers who purchase the products are in the class of customers for which they have been designed.

# Reviewing this target market determination

We will review this target market determination in accordance with the below:

## Initial review

October 2022

## Periodic reviews

At least every two years from the previous review

## Review triggers or events

Any event or circumstances arise that Rabobank considers would suggest the TMD is no longer appropriate. This may include (but is not limited to):

- A material change to the design or distribution of the products, including related documentation;
- Occurrence of a significant dealing in the product which is not consistent with the product's TMD;
- Distribution conditions are found to be inadequate;
- External events such as adverse media coverage or regulatory attention; and / or
- Significant changes in metrics, including, but not limited to complaints

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days.

# Distribution Reporting Requirements

The following reporting information is collected and monitored by Rabobank and must be provided in writing to Rabobank by distributors who engage in retail product distribution in relation to these products:

| Information            | Description   | Reporting Period  |
|------------------------|---|---|
| Complaints             | Number of complaints and details about those complaints   | <b>Distribution by Intermediaries</b><br>As soon as practicable, and in any case within 10 business days after the end of the relevant reporting period.<br><br>The reporting period is every 3 months (i.e. quarterly). Each Reporting period ends on the last day of the last month in the relevant quarter, as set out below: <ul style="list-style-type: none"><li>• 1 January to 31 March (first quarter);</li><li>• 1 April to 30 June (second quarter);</li><li>• 1 July to 30 September (third quarter); and</li><li>• 1 October to 31 December (fourth quarter).</li></ul> |
|                        |   | <b>Distribution by Rabobank</b><br>As soon as practicable, and in any case within 10 business days of the end of the relevant reporting period. The relevant reporting period is monthly by calendar month.   |
| Significant dealing(s) | Date or date range of the significant dealing(s), a description of the significant dealing(s) including why it is not consistent with the TMD | <b>Distribution by Intermediaries and by Rabobank</b><br>As soon as practicable, and in any case within 10 business days after becoming aware.  |