Target Market Determination

HSBC Day to Day Account

Date 23 September 2025

Next periodic review due: 7 August 2026

Maximum period between periodic reviews: 12 months

Target Market

Product Description and Key Attributes

The HSBC Day to Day Account is a basic everyday transaction account for customers to deposit their salary and pay bills and is linked to a Visa Debit card.

The following table sets out the key attributes of the HSBC Day to Day Account, which HSBC has assessed as being consistent with the likely needs and objectives of customers in the target market for this product:

Customers with any one or more of the following needs and objectives	Key attributes
Require a basic account to conduct everyday banking transactions, with a variety of payment methods and ways to access and use the account.	Customers can access, view and use the account through the following channels: • in branch • ATM • Online Banking • Mobile Banking Customers can access a wide variety of payment methods including: • Visa Debit Card • BPAY • Direct debit • Direct credit • Electronic money transfer This account does not have account keeping fees, dishonour fees or overdrawn fees. This account does not allow informal overdrafts for Australian government concession card holders, except where it is impossible or reasonably impractical to prevent the account from being overdrawn.
Access to their funds 24/7, with unlimited ability to make withdrawals and deposits both domestically and overseas	Unlimited electronic transactions including access to ATMs with no service charge from HSBC in Australia and across most HSBC Group ATMs (non-HSBC branded ATMs may charge an ATM operator fee)

Financial Situation

The financial situation of customers in the target market for this product are customers that are likely to have funds available to deposit for everyday transacting. These customers may be Australian government concession card holders, although this is not a requirement to hold this product.

Consistency with the Target Market

HSBC has assessed and determined that the HSBC Day to Day Account and its key attributes are likely to be consistent with the likely objectives, financial situation and needs of customers in the target market because:

- the product offers a wide variety of payment / transaction methods and ways to access and use the account, which is consistent with customers who may need to use the product for everyday banking purposes, such as to pay bills and have salary credited.
- The product does not charge account keeping, dishonour or overdrawn fees, which is consistent with customers (including those who may hold an Australian government concession card) who require a basic, low fee transaction account.

Negative Target Market

This product is not suitable for customers who want to earn interest.

Key Eligibility Requirements

To hold this product, customers must be able to satisfy certain eligibility criteria, including that customers must:

- be aged 16 years or older if opening the account in individual name
- be aged 12 years and over if opening as a joint account

The Visa Debit card is only available for customers aged 16 and over

Distribution Conditions

The HSBC Day to Day Account and linked Visa Debit Card, can only be distributed through the following channels:

- staff assisted channels including in an HSBC branch and over the phone
- online channels including our website, mobile banking (for existing customers only) and online banking (for existing customers only)

HSBC has control over the distribution and marketing of all products within these channels. This product is not designed to be sold via third parties.

Channel	Distribution of this product is subject to the following conditions and restrictions
Staff-assisted	HSBC staff who distribute this product: • are appropriately trained to discuss the key features, eligibility requirements, and fees associated with this product • have access to resources and materials including up-to-date product information to be able to discuss the key differences between our transaction accounts • are required to follow HSBC’s procedures including in relation to assessing eligibility • are subject to supervisory oversight, continuous monitoring and customer feedback surveys These distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market because: • staff who are appropriately trained and have access to product information will be able to provide clear and accurate information about the product to customers, including whether they are eligible for the product • staff will only discuss this product where it is likely to match the likely needs, objectives and financial situation of those customers within the target market, in accordance with approved conversations frameworks
Online	Online channels: • provide customers with access to clear and accurate information about the key attributes, eligibility requirements and fees associated with this product • provide access to an application for the product. The necessary information is collected from customers at the time of application to assess whether they meet the product eligibility requirements. These distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market because: • accessible product information will likely support informed decision-making by assisting customers in assessing whether the product is consistent with their needs and objectives

Review Triggers

This Target Market Determination (TMD) will be reviewed if any of the below triggers occur, where they reasonably indicate that the TMD for the product is no longer appropriate:

- a trend or trends in customer outcomes that are significantly inconsistent with the intended product usage, for example:
  - accounts with no customer-initiated transactions within a set period of time from origination.
- any significant dealing in the product to customers who are outside the Target Market, that is not consistent with the TMD;
- Unexpected trends in complaints received from customers in relation to the design or distribution of the product;
- a material change to the product (e.g. to its key attributes or distribution channels) or the terms and conditions of the product;
- a product intervention power order is made by ASIC in relation to the product

---

For more information related to HSBC Day to Day Account, please visit www.hsbc.com.au/accounts/products/day-to-day/