

# Target Market Determination



## HSBC Everyday Savings Account

Date: 5 October 2022



HSBC

Opening up a world of opportunity

# Product Description (including Key Attributes)

The HSBC Everyday Savings Account is an online savings account with an introductory variable interest rate and must be linked to a transaction account to enable customers to move money in and out.

## Key attributes of the product are:

- introductory variable interest rate for the first 3 months from account opening, then an ongoing variable rate
  - must be linked to an HSBC transaction account or a transaction account held with another Australian financial institution that is in the same name as the HSBC Everyday Savings Account
  - no monthly service fee
  - the following access, view and use methods: in branch, Online Banking and Mobile Banking
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## Target Market

The HSBC Everyday Savings Account is designed for customers who have the following likely objectives, needs and financial situation.

### Likely objectives

Customers with **any one or more** of the following likely short term and long term objectives:

- earn an introductory rate for the first 3 months from account opening and then an ongoing variable rate of interest on their savings
- manage their savings via Online and Mobile channels

### Likely needs

Customers with **any one or more** of the following likely needs:

- a savings account with no monthly account fees and no opening or minimum balance requirements
- the flexibility to keep funds in a savings account and earn interest for as short or long as they require
- an everyday savings account where they can earn interest without needing to meet any conditions
- ability to transfer funds in to and out of the account to a linked transaction account electronically via Online Banking or Mobile App, over the phone or at a branch

### Likely financial situation

- are 18 years of age or over
- are everyday savers that they don't contribute regular amounts or don't have a regular savings behaviour
- would like to earn interest on savings of up to \$1,000,000 in the account

### Explanation

The product and its key attributes is likely to be consistent with the likely objectives, financial situation and needs of customers in the target market because:

- the product structure is relatively simple, giving customers the flexibility to add or access funds whenever they like via Online and Mobile Channels, with no monthly account fees, minimum balance and minimum opening deposit requirements
  - customers can earn a higher rate of interest for the first 3 months
  - both phone and branch channels are able to support in the event additional assistance is required
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# Distribution Conditions

This product can only be distributed directly by HSBC Bank Australia Limited or through certain third parties.

## Direct Channel Conditions

This product is distributed through the following direct channels:

- face-to-face in an HSBC Branch
- over the phone via the Contact Centre
- online via public website
- Online Banking (existing customers only)
- Mobile Banking (existing customers only)

and where all marketing identifies the product or product type and refers customers to the channels above.

## Third Party Channel Conditions

This product is distributed through the following third party channels:

- comparison websites – only those with whom HSBC has an agreement, where factual information about the key attributes of the product are hosted together with a link to HSBC's public website, and no additional marketing is conducted.

## Explanation

The distribution conditions make it more likely that the customers who acquire the product are in the target market because:

- the direct channels are proprietary channels and HSBC Bank Australia Limited has control over the distribution and marketing of products within these channels
  - the third party channels are strictly controlled through the agreement
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# Review Triggers

If, in the view of HSBC, any of the following occurs:

- where there is a significant number of complaints in relation to the product
  - where there is a material change to the product features or the terms and conditions of the product
  - where there is significant dealing outside the target market
  - distribution conditions have, in HSBC's view, been found to be inadequate
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# Review Periods

Unless a review trigger occurs:

- **next review date:** 5 October 2023
  - **periodic reviews:**
    - maximum period between reviews: 12 months
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# Distribution Information Reporting Requirements

Distributor	Type of information	Frequency	Reporting period
Comparison websites	Information on all complaints received in relation to the product, HSBC or the distributor	Quarterly	Within 10 Business Days of the end of the quarter

## Disclaimer

For more information about HSBC savings and term deposit accounts, visit [hsbc.com.au](https://www.hsbc.com.au)