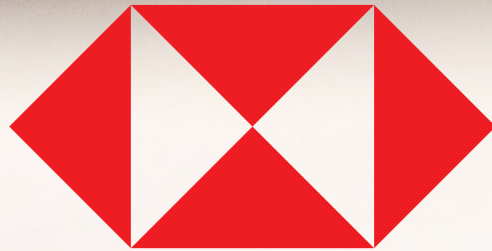


# Target Market Determination



## HSBC Everyday Savings Account

**Date** 23 September 2025

**Next periodic review due:** 7 August 2026

**Maximum period between periodic reviews:**  
12 months



**HSBC**

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# Target Market

## Product Description and Key Attributes

The HSBC Everyday Savings Account is a 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.

The following table sets out the key attributes of the HSBC Everyday Savings 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 an everyday savings account where they can earn an introductory rate from account opening and then an ongoing variable rate of interest on their savings.	The account earns an introductory rate in the first 3 months of account opening and then an ongoing variable rate of interest on account balances up to \$1,000,000.
Manage their savings through multiple channels with the ability to transfer funds in and out of the account at any time via a linked transaction account.	Customers can manage their savings and access their funds through a linked transaction account from the following channels: <ul style="list-style-type: none"><li>• Online Banking</li><li>• Mobile App</li><li>• In branch</li><li>• Contact centre</li></ul>
Require a savings account with no monthly account fees and no opening or minimum balance requirements.	No monthly service fees and no opening or minimum balance requirements.

## Financial Situation

The financial situation of customers in the target market for this product are customers that are likely to have funds available (up to \$1,000,000) to deposit for savings purposes.

## Consistency with the Target Market

HSBC has assessed and determined that the HSBC Everyday Savings 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 an introductory variable bonus interest rate for the first 3 months of account opening and then ongoing variable interest rate which is consistent with customers who want to earn interest on their savings balances without meeting any conditions or specific savings behaviours.
- the product enables customers to manage their account via branch, contact centre, online banking or mobile which is consistent with customers who want to manage their account via multiple channels

# Negative Target Market

This product is not suitable for customers who want an account to conduct everyday banking transactions with a variety of payment methods, including a debit card.

## Key Eligibility Requirements

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

- be aged 18 years or older
- hold a transaction account with HSBC or any Australian financial institution in the same name as the HSBC Everyday Savings Account.

## Distribution Conditions

The HSBC Everyday Savings Account, 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	<p>HSBC staff who distribute this product:</p> <ul style="list-style-type: none"><li>• are appropriately trained to discuss the key features, eligibility requirements, and fees associated with this product</li><li>• have access to resources and materials including up-to-date product information to be able to discuss the key differences between our savings accounts</li><li>• are required to follow HSBC’s procedures including in relation to assessing eligibility</li><li>• are subject to supervisory oversight, continuous monitoring and customer feedback surveys</li></ul> <p>These distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market because:</p> <ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>
Online	<p>Online channels:</p> <ul style="list-style-type: none"><li>• provide customers with access to clear and accurate information about the key attributes, eligibility requirements and fees associated with this product</li><li>• 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.</li></ul> <p>These distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market because:</p> <ul style="list-style-type: none"><li>• accessible product information will likely support informed decision-making by assisting customers in assessing whether the product is consistent with their needs and objectives</li></ul>

# 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 that have not been funded 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
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For more information related to HSBC Everyday Savings Account, please visit <https://www.hsbc.com.au/accounts/products/everyday-savings/>