Target Market Determination

HSBC Term Deposit 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 Term Deposit Account is an account where funds are invested for a specified term and at a fixed interest rate.

The following table sets out the key attributes of the HSBC Term Deposit 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 account where they can earn a fixed rate of interest on their savings that are locked away for a set period of time.	The account earns a fixed rate of interest on funds (minimum $5,000 AUD or applicable equivalent for foreign currencies) across a set period of time. The account will provide customers the ability to choose between a variety of terms (minimum term of 1 month), as well as the frequency of interest paid (monthly, quarterly, annually, or at maturity) depending on the term and applicable currency. Customers cannot access funds in the account within the fixed term, unless 31 days' advance notice of withdrawal is provided prior to maturity, or HSBC determines that the customer is in hardship. Interest penalties and fees may apply.
To have the option to build savings in Australian Dollars (AUD) or in a foreign currency.	Customers can open a Term Deposit in the following currencies: • Australian Dollars (AUD) • United States Dollars (USD) • Great Britain Pound (GBP) • Euro (EUR) • Hong Kong Dollars (HKD) • Canadian Dollars (CAD) • Japanese Yen (JPY) • New Zealand Dollars (NZD) • Singapore Dollars (SGD), and • Chinese Renminbi* (CNY) (*currency restrictions apply)
View their account and manage maturity preferences through multiple channels.	Customers can view and manage their account from the following channels: • Online Banking • In branch • Contact centre
Require an account that provides investment options at maturity.	At maturity, customers have the option to withdraw their funds or renew their funds into another term at the applicable interest rate.

Financial Situation

The financial situation of customers in the target market for this product are customers that are likely to have a lump sum of funds available (at least $5,000 AUD or the applicable foreign currency equivalent to meet the minimum deposit requirement) which the customer does not require access to for an agreed period of time.

Consistency with the Target Market

HSBC has assessed and determined that the HSBC Term Deposit 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 pays an agreed rate of interest for a period of time chosen by the customer, in exchange for not accessing their funds during that agreed period of time, which is consistent with customers who are seeking a return on their investment to grow their savings
- the product gives customers the ability to save in 10 currency options which is consistent with customers who want to build their savings in Australian Dollars (AUD) or in a foreign currency.
- the product enables customers to manage their account via branch, contact centre or online banking which is consistent with customers who want to view their account and manage maturity preferences through 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. This product is also not suitable for customers that require access to their deposit at any given time prior to the maturity date of the fixed term.

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

Distribution Conditions

The HSBC Term Deposit Account can only be distributed through the following channels:

- staff assisted channels including in an HSBC branch and over the phone
- 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 • 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

Channel	Distribution of this product is subject to the following conditions and restrictions
Online	HSBC's online channels including our website and online banking: • provide customers with access to clear and accurate information about the key attributes, eligibility requirements and fees associated with this product. Customers can only apply for the HSBC Term Deposit Account through online banking. This channel: • provides 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:

- any significant dealing in the product to customers who are outside the target market, that is not consistent with the TMD
- a trend or trends in customer outcomes that are significantly inconsistent with the intended product usage, for example:
  - customers who break their term deposits prior to maturity.
- 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 Term Deposit Account, please visit https://www.hsbc.com.au/accounts/products/term-deposits/