## Target Market Determination



### Savings Maximiser

Issuer	ING Bank (Australia) Limited ABN 24 000 893 292, AFSL and Australian Credit Licence 229823.	
Date of TMD	03 October 2025	
Target market	Description of target market	
	The Savings Maximiser has been designed for:	
	<ul> <li>customers who want a savings account to deposit and hold or withdraw money for personal use;</li> </ul>	
	<ul> <li>customers who want to earn interest on the money held in the account;</li> </ul>	
	customers who may want the ability to earn an additional variable interest rate where	

- monthly eligibility criteria are met (subject to market rates);
- customers who are comfortable with making and receiving payments by linking the ING Savings Maximiser to an Orange Everyday (ING) or an external transaction account in the same account holder name as the Savings Maximiser;
- customers who do not want to pay any fee to ING under the Savings Maximiser. Fees may be payable on linked bank accounts, including the Orange Everyday; and
- customers who meet the eligibility requirements.

#### Description of product, including key attributes

The Savings Maximiser has the following key attributes that will impact whether it is likely to be appropriate for the target market:

- Customer profile/eligibility requirements: The Savings Maximiser is only available to customers that:
  - are using the account for personal use;
  - are 18 years of age or older;
  - are an Australian resident for taxation purposes;
  - have a valid Australian phone number and residential address;
  - provide bank account details to link to the Savings Maximiser account (linked bank account); and
  - meet the identification requirements.
- Transactions: Allows customers to save funds, earn interest and withdraw funds through a linked bank account.
- Interest: Base standard variable rate applies on amounts held in the account. Where monthly eligibility criteria is met an additional variable interest rate will apply (subject to market rates).
- Where the following conditions are met in a calendar month, a higher variable interest rate will apply to amounts held in the account \$100,000 and under in the next calendar month. The conditions are:
  - the customer holds an Orange Everyday bank account (eligibility criteria for the Orange Everyday bank account should be considered);
  - \$1,000 is deposited from an external source into a personal ING account (excluding Living Super and Orange One) each month;
  - the customer makes 5 or more settled card transactions using ING debit or credit card each month; and
- the customer grows their Savings Maximiser account balance so that the balance at the end of the month (excluding interest) is higher than the balance at the end of the previous month.



## Target market (continued)

#### Payment methods:

- withdrawal transactions can only be made from a linked ING or external transaction account; and
- deposit transactions can be made through a range of methods including direct credits, OSKO payments, cheque and internally from other ING accounts.
- Fees: No fees on withdrawals. No other fees and charges are payable to ING under the Savings Maximiser. Fees may be payable on linked bank accounts including the Orange Everyday account.

# Description of likely objectives, financial situation and needs of customers in the target market

- · Likely objectives:
  - customers seeking a savings account for personal use;
  - customers who want to earn interest on money held in the savings account; and
  - customers who may want to ability to earn a higher variable interest rate upon satisfying monthly eligibility criteria relating to transactions and account balances.
- Likely financial situation: given there are no fees payable to ING under the Savings Maximiser, this product suits a wide range of customer income and savings level, employment status and spending habits.
- Likely needs:
  - customers who are comfortable with withdrawing funds via a linked ING or external bank transaction account and any delay this may cause in accessing funds when needed; and
  - customers who are comfortable with the available payment methods to deposit funds including direct credits, OSKO payments, cheques and internally from other ING accounts.

#### Classes of consumers for whom the product is clearly unsuitable

- customers who require a legal representative or authorised representative, including advisers, to act on their behalf requiring full online banking access and functionality. Representatives can only act verbally via the phone and in writing. (No online access for appointed attorneys, advisers or other authorised representatives);
- customers who do not want to use online banking or the ING Mobile Application, noting that ING does not provide branch services;
- Customers who want to earn an additional variable interest rate where money held in the Savings Maximiser is over \$100,000; and
- customers who want to have direct access to the funds with a debit card.

## Distribution conditions

#### Distribution channels

ING Savings Maximiser can only be distributed through the following channels:

- ING website and other ING webpages (new and existing customers);
- ING Mobile Application (existing customers only);
- phone application (existing customers only);
- paper application (through advisers and directly to ING in exception cases);
- Third parties (such as comparison websites) who are appointed by ING to provide customers with information about the key attributes of the product and direct customers to the ING website and other ING webpages; and
- advisers accredited with ING or its accredited 3rd party distribution partners.



# Distribution conditions (continued)

#### **Distribution conditions**

Any advertising relating to the Savings Maximiser is directed to an appropriate target market as outlined in the TMD, and considered as part of the product governance process. Advertising of the Savings Maximiser can occur through a variety of channels, including direct marketing to customers who have opted in to marketing communications.

Customers can communicate with the ING staff directly regarding the Savings Maximiser through the ING contact centre. ING contact centre staff are trained to give information about the product.

Where the Savings Maximiser is distributed through an online channel (such as the ING website and ING Mobile Application), the customer will be able to access information about the product attributes (such as features and rates) and eligibility criteria.

Alternatively, a customer can discuss the Savings Maximiser directly with an ING accredited adviser or 3rd party distribution partner. ING takes steps to ensure that accredited advisers and 3rd party distribution partners have the required competence, training, education and experience to refer customer applications for the Savings Maximiser to ING.

## Why the distribution conditions and restrictions will make it more likely that the customers who acquire the product are in the target market

The limited distribution channels mean that distribution of the Savings Maximiser should only occur through ING, through financial advisers, 3rd party distribution partners and through authorised ING staff who have received appropriate training. The ING Savings Maximiser application process ensures the product can only be issued to customers that meet the eligibility criteria.

In the case of appointed comparison site providers and other third parties, any information they share about the product will direct prospective customers to the ING website or other ING controlled webpage on which this TMD is available.

#### Alignment to Target Market

ING considers that the Savings Maximiser product is likely to be consistent with the likely objectives and needs of the class of customers in the target market. ING's application processes make it likely that the Savings Maximiser will reach consumers in the target market.

#### **Review triggers**

The events or circumstances that would reasonably suggest that the TMD is no longer appropriate and would trigger its review are:

- a significant dealing in the Savings Maximiser which is not consistent with this TMD;
- an unexpected increase in the volume of complaints from customers who acquired the Savings Maximiser relating to the suitability and attributes, or distribution of the product
- an unexpected increase in the volume of Savings Maximiser account closures prior to the account being used;
- a material change to the Savings Maximiser (including the key features) or to the terms and conditions of the Savings Maximiser;
- a material change in law, a court decision, or ASIC regulatory guidance that impacts the Savings Maximiser; or
- any other event occurs or information is received that reasonably suggests the determination is no longer appropriate.

#### **Review periods**

Next periodic review date: 05 October 2026

**Periodic reviews:** The TMD will be reviewed annually within each consecutive 12 month period.

## Distribution reporting requirements

Where ING acts as both the issuer and distributor of the Savings Maximiser, it will internally collate the information required to determine whether a review trigger has occurred. This is such as, the number of complaints and the substance of complaints, and whether a significant dealing has occurred.

Any third party appointed by ING must collect, keep records of and report the information set out in the table below:

Type of information	Description	Reporting period
Complaints	Number and substance of complaints and general feedback relating to the Savings Maximiser and its performance.	Quarterly within 10 business days of the quarter ending.  - 31st March  - 30th June  - 30th September  - 31st December
Significant dealing(s)	<ul> <li>Date or date range of the significant dealing(s).</li> <li>Description of the significant dealing (e.g. pattern of dealings in the product or distributor's conduct not consistent with TMD).</li> <li>Why the significant dealing is not consistent with the TMD.</li> <li>Why the dealing is significant (e.g. actual or potential harm to customer/class of customer).</li> <li>How the significant dealing was identified.</li> <li>Steps taken/will be taken (if any) in relation to the significant dealing.</li> </ul>	As soon as practicable, and in any case within 10 business days after the distributor becomes aware that the significant dealing has occurred.
Information request	Information reasonably requested by ING.	As soon as practicable, and in any case within 10 business days after the request.
Distributor feedback	Information discovered or held by the distributor that suggests that the TMD may no longer be appropriate.	As soon as practicable, and in any case within 10 business days after becomes aware that the TMD may no longer be appropriate.