



# Target Market Determination

Effective date: 28 April 2025

Version 1.3

Next review due: 28 April 2027

Review Period: At least every 24 Months from the start date of this Target Market Determination

## About This Document

This Target Market Determination (TMD) is a publicly available document required under section 994B of the Corporations Act 2001 (Cth). It sets out the target market for the product, triggers to review the target market and certain other information. It forms part of Ezidebit's design and distribution framework for the product.

This TMD assists Ezidebit staff, our distributors and clients in understanding the target market of our product.

## Target Market Determination

In this TMD, distribution includes::

- Dealing in the product (e.g. issuing or arranging for the product to be issued to a Client);
- Giving a Product Disclosure Statement (PDS) or other regulated disclosure document; and
- Providing financial product advice in relation to the product.

This document is not to be treated as a full summary of the product's terms and conditions and is not intended to provide financial advice. A consumer must refer to the PDS and any supplementary documents that outline the relevant terms and conditions under the product when making a decision about this product, which are available at [ezidebit.com](https://ezidebit.com)

This document does not take into account any person's individual objectives, financial situation or needs.

Persons interested in acquiring this product should carefully read the relevant PDS and consider obtaining financial advice before making a decision whether to acquire this product.

## Who are we?

Ezidebit Pty Ltd (ABN 67 096 902 813, Authorised Representative No. 320082) is an Authorised Representative of Ezi Management Pty Ltd (ABN 47 110 689 711), who is the holder of Australian Financial Services Licence No.315388.

Ezi Management Pty Ltd is a wholly owned subsidiary of Ezidebit.

All financial products and services (Services) will be provided by Ezidebit, on Ezi Management Pty Ltd's behalf. Ezi Management Pty Ltd has authorised the distribution of this TMD.

All references to 'Ezidebit', 'us', 'we' or 'our' in this TMD means Ezidebit Pty Ltd.

## How to contact us

Our contact details are:

**Telephone (Local):** (07) 3124 5500

**Telephone (Interstate):** 1300 763 256

**Email:** [info@ezidebit.com.au](mailto:info@ezidebit.com.au)

**Post:** PO Box 3327, Newstead QLD 4006

# Target Market Determination (TMD)

The information in this TMD is current as of the date of issue.

## Product Description

Name of the Product: Ezidebit Payment Service

Associated Products

- **Direct Debit** - a fully automatic Direct Debit Solution that allows the collection of fees, variable amounts, invoice payments, or payment plan amounts from your customers' Credit or Debit cards and bank accounts
- **BPAY** - allows you to accept payments using the BPAY system
- **eCommerce** - provides you with a secure payment solution which will allow you to accept real time Credit & Debit card payments online through your shopping cart, website or an IVR facility
- **Point of Sale** - provides you with convenient and secure payment solution to accept Credit & Debit cards in person from your customers
- **PayTo** - Allows you to initiate a Payment from your customer's bank account using a BSB & account number or PayID. The payment is pre-authorised occurs in real-time with immediate payment confirmation and status updates
- **PayID for Business** - Allows you to issue a unique PayID (an alternative to bank account details) and have your customers send you a one off or recurring payments in real-time

The full details of this product are available in the combined Financial Services Guide & Product Disclosure document and Terms & Conditions document

## Target Market

### Objectives, Financial Situation and Needs of the Target Market Customer

The product's target markets are Retail business customers who:

- Securely accept customer payments in-person or online
- Issue Invoices or set up payment plans for customers and collect these payments online, in person or through automatic recurring payments
- Want to efficiently manage their accounts receivable
- Want to offer their customers a range of payment options
- Need real-time confirmation of payment

### Eligibility to Apply

Retail business customers must:

- Hold an active ABN
- Hold appropriate licensing, where applicable
- Complete all required Know Your Customer verification and sanctions screening
- Comply with Ezidebit's underwriting and credit assessment criteria
- Comply with card and payment scheme rules and regulations

### Appropriateness of the Target Market

The Ezidebit Payment Service is consistent with the objectives and needs of Retail business customers. This is based on a review of the features and attributes.

Distribution Channels	<p>The Ezidebit Payment Service can only be distributed in accordance with this TMD and will be distributed through the following means:</p> <ul style="list-style-type: none"> <li>• Ezidebit online application</li> <li>• Business Development Managers</li> <li>• Appointed Authorised Representatives</li> <li>• Other distributors such as Independent Software Vendors</li> </ul>
Distribution Conditions	<p>The Ezidebit Payment Service can only be offered or issued in accordance with the Terms &amp; Conditions and information contained within the Combined Financial Services Guide &amp; the Product Disclosure Statement</p>
TMD Review	<p>We will review this TMD in accordance with the following:</p> <p><b>Initial Review:</b> Within 24 months of the start date.</p> <p><b>Periodic review:</b> At least every 48 months from the initial review, or as part of change management initiatives arising from proposed changes to the product, process or client segment</p>
Review Triggers	<p>The events or circumstances that would reasonably suggest that the TMD is no longer appropriate may include (but not limited to):</p> <ul style="list-style-type: none"> <li>• A material alteration to the design or distribution of the product, including related documentation so that the TMD is no longer appropriate;</li> <li>• Distribution conditions found to be inadequate;</li> <li>• External events such as adverse media coverage or regulatory attention;</li> <li>• Significant changes in transaction metrics, including, but not limited to, complaints, disputes or claims; and</li> <li>• A change in law that materially affects the product design.</li> </ul> <p>Where a review trigger has occurred, this TMD will be reviewed within 10 business days.</p>
Reporting and Monitoring	<p>We may collect the following information from our distributors in relation to this TMD.</p> <p><b>Complaints:</b> Distributors must report all complaints in relation to the product covered by this TMD on a quarterly basis. This will include written details of the complaints.</p> <p><b>Feedback:</b> Distributors are encouraged to provide general feedback relating to the product and its performance.</p> <p><b>Distribution information:</b> e.g. transaction data, outcomes from sales practices monitoring, etc.</p>

## Information to assess TMDs & reporting periods

Information	Provider	Reporting Frequency
Complaints <ul style="list-style-type: none"> <li>Nature of complaints</li> <li>Number of complaints</li> <li>Product category</li> </ul>	Issuer	Six monthly
Sales Information <ul style="list-style-type: none"> <li>Enquiries</li> <li>Completed Applications</li> <li>Cancellation of the product</li> </ul>	Distributor / Issuer	Six monthly
Annual Product review outcomes	Issuer	Annually
Dealings outside the Target Market	Distributor / Issuer	As soon as practical but within 10 Business days
Feedback or regulatory orders in respect to the product or its distribution	Issuer	As soon as practical but within 10 Business days

The Issuer and Distributor will record the number, nature and outcomes of complaints received in relation to this product's design, features, availability and distribution (including where that number is zero). The distributor should provide all the content of the complaint, having regard to privacy.



## **For Further Information**

Call: 1300 763 256

Visit: [www.ezidebit.com/en-au](http://www.ezidebit.com/en-au)

Email: [support@ezidebit.com.au](mailto:support@ezidebit.com.au)

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