

Target Market Determination

For the Power Alliance Finance Personal Fixed Rate Car Loan (ABN 63 002 407 703)

1. About this document

This target market determination (**TMD**) outlines to consumers and distributors the class of consumers for which this product has been designed, having regard to their objectives, financial situation and needs of the target market.

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. Consumers must refer to the Power Alliance Finance Personal Fixed Rate Loan Contract Booklet – Standard Terms and Conditions and any supplementary documents which outline the relevant terms and conditions under the product when making a decision about this product.

For further information on Power Alliance Finance's products, please refer to www.poweralliancefinance.com.au/products/personal-car-loans/

Terms and Conditions to which this target market determination applies

This TMD applies to the Power Alliance Finance Personal Fixed Rate Car Loan referred to in the Personal Fixed Rate Loan Contract Booklet – Standard Terms and Conditions.

Date from which this TMD is effective

29 August 2025

2. Class of consumers that fall within this target market

This product is designed for a class of consumer who want finance to purchase a vehicle predominately for personal, domestic, or household use (including vehicle accessories, on-road costs and fees that can be financed), and want an interest rate that is fixed for the loan term. There are two variations of this product: Personal Fixed Rate Car Loan.

Personal Fixed Rate Car Loan	
Product description and key attributes	The key attributes of the Personal Fixed Rate Car Loan are as follows: • Minimum amount to be financed is \$5,000; • Able to make extra repayments and reduce amount of interest payable; • Fixed interest rate for a customisable loan term to finance an eligible passenger or light commercial vehicle; • Loan terms available from 12 to 84 months; • Option to include a balloon payment at the end of the loan term (subject to eligibility and lending criteria); and A balloon payment is a final payment in the form of a lump sum and is payable at the end of the loan term. • At the end of the loan term, a consumer has full ownership of the vehicle (provided they have made all repayments under the loan contract, including any applicable balloon payment). For further information on the Power Alliance Finance Personal Fixed Rate Car Loan, visit www.poweralliancefinance.com.au

Likely objectives, financial situation, and needs

The below table summarises the type of consumer that falls within the target market and the needs, objectives and financial situation that the product has been designed to meet.

Personal Fixed Rate Loan

Class of Consumer	This product has been designed for consumers that are at least 18 years of age, meet Power Alliance Finance's eligibility and lending criteria, and want finance to purchase a vehicle predominately for personal, domestic, or household use.
Needs and objectives	This product has been designed for consumers who: • Want credit to finance a vehicle predominately for personal, domestic, or household use; • Want an interest rate that is fixed with a predetermined payment structure across the term of the loan; • Want access to repayment options (including weekly, fortnightly or monthly); • Want to own the vehicle from the beginning of the loan; • Want a loan that is secured against a vehicle; • Want to take unencumbered ownership of the vehicle at the end of loan term (subject to all repayments under the loan contract being met).
Financial situation	This product has been designed for consumers who: • Can pay the scheduled repayments, comprising principal payments, interest as it accrues, and the fees and charges associated with the purchase and financing of a vehicle; and • Want the option to select a loan With balloon payment or Without a balloon payment. With balloon payment This option has been designed for consumers who seek to reduce repayments for the loan term and either intend to: • Pay the final balloon payment when it is due; or • Refinance the final balloon payment when it is due, because they are comfortable with paying higher amounts in interest overall in order to reduce repayments over the term. Without balloon payment This option has been designed for consumers who: • Can afford higher repayments and do not wish to, or cannot afford to, pay a final balloon payment; • Seek to pay lower amounts in interest overall; and • Wish to pay off the loan as soon as possible without having to pay any lump sum or balloon payment.

Excluded class of consumers

This product has not been designed for consumers who want to:

- Part with possession or control of the vehicle by way of lease, transfer, assign or lend;
- Modify the vehicle in a way that may void any warranty or cause the vehicle to be unroadworthy, illegal or not fully covered by insurance;
- Transport the vehicle from mainland Australia or Tasmania; or
- Use the vehicle to provide commercial transport services, such as hire-car, or taxi.

Consistency between target market and the product

This product is likely to be consistent with the likely objectives, needs and financial situation of the class of consumers in the target market. This is based on an analysis of the key terms, features and attributes of the product and a finding that these are consistent with the identified class of consumers.

3. How this product is to be distributed

Distribution channels

This product is designed to be distributed through the following means:

- By our accredited Motor Vehicle Dealer network acting as agents for Power Alliance Finance under Power Alliance Finance's Australian Credit Licence; and
- Directly by Power Alliance Finance through the Power Alliance Finance National Direct Centre, either over the phone, via email or mail.

Distribution conditions

This product should only be distributed to consumers that meet Power Alliance Finance's eligibility and lending criteria.

Adequacy of distribution conditions and restrictions

Power Alliance Finance have determined that the distribution conditions and restrictions will make it likely that the consumers who purchase the product are in the class of consumers for which it has been designed. Power Alliance Finance consider that the distribution conditions and restrictions are appropriate and will assist distribution in being directed towards the target market for whom the product has been designed.

4. Reviewing this TMD

We will review this TMD in accordance with the below:

Initial review	Within 12 months of the original effective date.
Periodic reviews	At least every three years from the last review to ensure it remains appropriate.
Review triggers or events	Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but is not limited to): • A material change to the design or distribution of the product, including related product documentation and acceptance/lending criteria; • The occurrence of a significant dealing; • Distribution conditions found to be inadequate; • Significant changes in metrics including, but not limited to, material adverse trends in internal delinquency data, cancellations, product switching, defaults on repayments, late repayments and/or complaints; • Identified systemic issues in the product or across the product lifecycle; • Material external events such as relevant litigation, adverse media coverage or regulatory attention which may suggest the TMD is no longer appropriate; or • Relevant feedback, information or notification received from a distributor, regulatory body such as ASIC or APRA, or other interested parties.

This TMD will be reviewed within 10 business days of the occurrence of any review trigger.

5. Reporting and monitoring this TMD

We may collect the following information from our distributors in relation to this TMD.

Complaints	Distributors will refer all complaints in relation to the product covered by this TMD to Power Alliance Finance as and when a complaint arises or the distributor becomes made aware of a complaint.
Significant dealings	Distributors will report if they become aware of a significant dealing in relation to this TMD as soon as practicable but not more than 10 business days after.
System Controls	Power Alliance Finance will review and assess the adequacy of distribution conditions and restrictions to ensure alignment with the TMD and that they are working effectively on a quarterly basis.
Transaction Data	Power Alliance Finance will review transaction data relevant to the TMD on a monthly basis and report any significant dealing in relation to this TMD.
Sales Practice Monitoring	Power Alliance Finance will review the results of the bi-annual Compliance Competency Assessment and report any significant dealing in relation to this TMD.