

# TARGET MARKET DETERMINATION – POSSIBL VENDOR MARKETING LOAN

Product	Possibl Vendor Marketing Loan
Issuer	Possibl Finance Pty Ltd ( <b>Possibl</b> )
Issuer ACN	652 339 350
Issuer Australian Credit Licence	536978
Date TMD approved	14 August 2023
TMD Version	1.2
TMD Status	Current
Initial Review Period	1 year, 3 months
Subsequent Review Period	3 year, 3 months

## TARGET MARKET DESCRIPTION

### Product description and key attributes

The Possibl Vendor Marketing Loan is a short-term 'bridging' loan with a maximum term of 18 months. It may be used to pay for:

- minor repairs of a property prior to marketing the property for sale; and
- the upfront marketing expenses payable to the vendor's real estate agent in order to market the property for sale.

No interest is payable on a Possibl Marketing Loan. Rather, each Possibl Marketing Loan is subject to an upfront fee charged on 120 days which may be deducted from the loan amount at settlement.

Borrowers are required to repay their Possibl Marketing Loan in full, on or before the earlier of:

- the date that the sale of the property settles; and

- 18 months from the date of the loan is first drawn down.

Borrowers may also elect to repay their Possibl Marketing Loan early.

Should a Loan not be repaid before or on 120 days, Possibl will charge a Loan Management Fee which is payable monthly in advance each month or part thereof that the Amount Owing remains outstanding after the date that is 120 days from Settlement Date to a maximum loan term of 18 months.

Should any monies due not be paid by the due date, a late payment fee will be applied.

Consumer needs and objectives	<p>The Possibl Vendor Marketing Loan is designed for vendors who wish to maximise the sale price of their property (through effective marketing and minor renovations and repairs to the property) but who would rather finance these costs and expenses, rather than pay them upfront.</p> <p>It is likely to suit borrowers who are believe that their property will sell within 18 months and who are eager to pay all costs and expenses associated with the loan out of the proceeds of sale of the property.</p>
Consumer financial situation	<p>The Possibl Vendor Marketing Loan is targeted at customers that are 'asset rich, but cash poor'.</p> <p>Customers within the target market, will have sufficient equity in the property to cover the repayment of the loan upon settlement of the sale of the property.</p> <p>The target market will, for cash flow budgeting purposes, be likely to want to reduce the expenses that they are required to make upfront, and rather, move these payments so that they can be paid out of the proceeds of the sale of the property.</p>
Ineligible consumers	<p>The Possibl Vendor Marketing Loan is not suitable for:</p> <ul style="list-style-type: none"> <li>• first home buyers;</li> <li>• vendors with little or no equity in their property;</li> <li>• vendors in areas where it is likely that the property will take longer than 120 days to sell.</li> </ul>

## APPROPRIATENESS

Possibl has assessed the product and formed the view that the product, including its key attributes, is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market as described above.

## DISTRIBUTION CONDITIONS/RESTRICTIONS

### DISTRIBUTION CONDITION

This condition applies to all conduct

Possibl does not intend to engage third party brokers who hold an Australian Credit Licence or who are appointed as a Credit Representative of an Australian Credit Licensee.

Rather, the Possibl Vendor Marketing Loan will be distributed through third parties, such as real estate agents. These third parties will refer clients to the Possibl in accordance with the 'referrer exemption' in Regulations 9AB and 25(5) of the *National Consumer Credit Protections Regulations*.

Possibl will only accept referrals:

- from third parties who have entered into an agreement

with Possibl authorising the third party to refer customers to Possibl (**Referrer Agreement**); and

- who refer the potential customer to the Possibl Vendor Application Form on the Possibl website (**Approved Referrers**).

All Referrers must comply with the terms and conditions of the Referral Agreement.

This condition ensures that the distribution of the Possibl Vendor Marketing Loan is made only through Approved Referrers who understand the target market and have clear processes and procedures to ensure the complaint distribution of the Possibl Vendor Marketing Loan.

Only suitable for distribution through specified distributor/s

The Possibl Vendor Marketing Loan is only available through Approved Referrers making the referral in accordance with the following conditions.

- Approved Referrers may only refer customers interested in a Possibl Vendor Marketing Loan to the Possibl website where the potential customer will complete an on-line application form.
- Approved Referrers may direct customers to the Possibl website either during a discussion with the customer, or via a link to the Possibl website on the website of the Approved Referrer.

### REVIEW TRIGGERS

Material complaints relating to the product design, product availability and distribution.

Material change to products features or key attributes

Key attributes have not performed as disclosed by a material degree and for a material period.

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Feedback from Approved Referrers

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Notification from ASIC requiring immediate cessation of product distribution, or cessation of particular conduct in relation to the product.

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Evidence that product or distributor conduct are significantly different to the target market

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## DISTRIBUTOR REPORTING REQUIREMENTS

Complaints (as defined in section 994A(1) of the Act) relating to the product design, product availability and distribution. The distributor should provide all the content of the complaint, having regard to privacy.	Within 10 business days following end of calendar quarter.
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Significant dealing outside of target market, under s994F(6) of the Act. See Definitions for further detail.	As soon as practicable but no later than 10 business days after distributor becomes aware of the significant dealing.
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To the extent a distributor is aware of dealings outside the target market these should be reported to Possibl, including reason why acquisition is outside of target market, and whether acquisition occurred under personal advice.	Within 10 business days following [end of calendar quarter]
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Any other information requested in writing by Possibl from time to time.	Within 20 business days of the request.
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This Target Market Determination (TMD) is required under section 994B of the Corporations Act 2001 (Cth) (the Act). It sets out the class of consumers for whom the product, including its key attributes, would likely be consistent with their likely objectives, financial situation and needs. In addition, the TMD outlines the triggers to review the target market and certain other information.

This document is **not** a disclosure statement and is **not** a summary of the product features or terms of the product. This material provides general information only and does not take into account your individual objectives, financial situation needs and circumstances, nor is it a recommendation, an offer or solicitation with respect to the purchase or sale of any financial product in any jurisdiction.