

Target Market Determination

Small Amount Credit Contracts

Effective date 11 December 2023 | Next scheduled review 30 June 2024

Financier Pty Ltd (ACN 117 215 844) trading as Lazermoney is the Issuer of Small Amount Credit Contracts to Australian residents and holds Australian Credit Licensee 402957.

Consumers wishing to apply for a loan should refer to the [Credit Guide](#) available on our website and to the Terms and Conditions of our loan products.

1. About this Target Market Determination (TMD)

This TMD describes the Target Market for Lazermoney’s Personal Loan products. It seeks to describe the group of consumers that is likely to be suited to Lazermoney’s Small Amount Credit Contracts (SACCs) based on consumer needs and the key features of the product.

This TMD is not a summary of the product features or terms of the product and does not take into account any individual’s objectives, financial situation or needs and is not personal financial advice.

The TMD also outlines the circumstances that may trigger a review of the Target Market by the Lazermoney.

2. Target Market

The target market for this product

Lazermoney’s Loan products are designed for:

- Individual consumers over the age of 18 years requiring loans for personal purpose,
- Loans of between \$200 and \$2,000 with a maximum term of 1 year (Small Amount Loan),
- Loans of between \$2,001 and \$5,000 with a maximum term of 2 years (Medium Amount Loan),
- Australian residents over the age of 18 years and have a regular income of greater than \$1,200 per month and can make consistent loan repayments,
- Have the financial capacity to make the principal repayments, fees and interest in installments over the short term.

Lazermoney’s Loan products are unlikely to be suitable for Consumers:

- who are solely reliant on Centrelink benefits such Jobseeker, Crisis Payments or Special Benefits,
- who gamble excessively,
- seeking to borrow money to meet existing loan repayments, or
- currently under a Part IX Debt Agreement.

Intended Consumer Use for this Product

LazerMoney’s Personal Loans are likely to be appropriate for a consumer who intends to use the product to:

- cover unexpected expenses,
- meet a temporary cash shortfall,
- pay short term bills, and
- cover the costs of discretionary products and services now that can be paid for, via installments later.

3. Key attributes

Based on the key product features, consumers wanting a personal loan with the following needs and financial situation are likely to be within the Target Market for this product.

Intended Use		
Consumable Products	✓	Small Amount Loans are designed for Consumers wishing to acquire consumable goods, services or small discretionary items.
Services	✓	
Durable Goods	✗	
Tangible products with expected life of over 3 years	✗	
Refinancing existing loan	✗	
Loan Amount		
Small (<\$2,000)	✓	Loans are for amounts between \$200 and \$5,000
Medium (\$2,001 - \$5,000)	✓	
Greater than \$5,000.	✗	
Loan Term		
Short Term ≤ 15 days	✗	
Medium Term < 2 years	✓	
Greater than 2 years	✗	
Repayment Terms		
Weekly Repayments	✓	
Fortnightly Repayments	✓	
Monthly Repayments	✓	
Fees	Small	Medium
Establishment Fee	20% of Loan Amount	\$400
Monthly Fee	4% of Loan Amount	48% p.a.
Dishonour Fee	\$20	\$20

Consumer Attributes	Indicator	Product Key Attributes
Consumer Type		
Individual	✓	Available to individuals over the age of 18 years.
Sole Traders	✗	Not available to sole traders
Business	✗	Not available to Registered Companies
Employment & Financial Situation		
Full-time Employment	✓	Lazermoney’s Loans are designed for those Consumers in a range of financial circumstances.
Part-time or Casual Employment	✓	
Regular Income	✓	
Solely dependent on Govt Income Support	✗	If the sole source of income is from Centrelink benefits such as Jobseeker, Crisis Payments or Special Benefits it is unlikely a loan will be approved.

4. Distribution

Distribution Channels

Lazermoney’s Loan Products can only be acquired by making a Loan Application directly to Lazermoney through our website.

Consumers may be referred to Lazermoney by an approved Australian Credit Licensee.

No third-parties are authorised by the Issuer to produce advertising, promotional or other material in relation to this product without the Issuer’s prior written consent.

Distribution Conditions & Restrictions

We consider the means of distribution identified for this product to be appropriate.

The distribution conditions and restrictions summarised below seek to ensure that Consumers who acquire Lazermoney’s Credit Contracts are likely to be within the Target Market for this product.

Australian Credit Licensees are approved on the basis of their access to the Target Market Consumer.

To be referred to Lazermoney by an approved Australian Credit Licensee, the Consumer:

- must satisfy predefined eligibility criteria,
- satisfy suitability criteria,

provided to the referrer by Lazermoney.

Lazermoney’s Loan Products are restricted on the basis of:

- age,
- employment and income status,
- financial capacity to meet principal repayments, fees and interest,
- commercial assessment of the Consumer’s credit risk.

5. Review triggers

A review of this TMD will be triggered if the Issuer:

- makes a significant change to the key attributes of its products which affects the class of consumers targeted,
- determines that the performance of the product has or is likely to vary significantly from the attributes set out in this document,
- receives, in respect of a calendar quarter, 10% increase in complaints or hardship cases in relation to the design or distribution of this product from consumers or a 10% increase in debtor account numbers,
- identifies a significant dealing that is inconsistent with this TMD,
- is notified by ASIC of serious concerns about the design or distribution of this product, or
- commits a significant breach which relates to the design or distribution of this product.

6. Review periods

This TMD will be reviewed by 30 June 2023. Thereafter, it will be reviewed:

- At least every 6 months.
- As required, where a Review Trigger (see section 5) occurs, or where some other event or circumstance occurs that reasonably suggests to the Issuer that this TMD is no longer appropriate.
- When the Issuer otherwise decides to undertake a review.

Contact Us

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This TMD was issued in January 2023 by Financier Pty Ltd (ACN 117 215 844) (Australian Credit Licence 402957), and may contain general financial advice that does not take into account your personal objectives, situation or needs.