

**PRODUCT** humm90 Platinum Mastercard

**ISSUER** humm Cards Pty Ltd ABN 31 099 651 877 (**hummm**) Australian Credit Licence no. 247415

**DATE** 1 September 2025

**hummm** is required by law to publish a target market determination (**TMD**) for each financial product it issues. A TMD sets out the consumers for whom a product is designed and we have determined the product is likely to be suitable for – the target market –, the distribution conditions we apply that make it likely that consumers who acquire the product will be in the target market, and information about how we review the target market and distributions conditions so they remain appropriate.

This TMD is not intended to be financial advice. If you are interested in acquiring a humm90 card, details can be found at [www.humm90.com](http://www.humm90.com).

## KEY PRODUCT ATTRIBUTES

**hummm90** is a Platinum Mastercard offering the following key features:

- shop through a plastic card or a digital card sent to digital wallet to allow tap and pay through digital channels
- up to 110 days interest free on card purchases
- optional instalment plans through humm90WRAP, where a customer can convert a purchase of \$250 or more into a 9, 12 or 15 month instalment plan for a 3%, 4% or 5% fee respectively
- flexible interest free payment options for purchases through long-term interest free (from 12 to 72 months) or through interest free fixed instalment plans (up to 60 months) through authorised distributors
- balance transfer offers may be available from time to time
- platinum benefits including complimentary insurance, and no foreign exchange fees whether you shop online or overseas
- interest at a Purchase Rate or Expired Promotional Rate (payable on outstanding balances after any Interest Free Period in relation to a Promotional Offer) which is in line with other premium credit cards in the market, and
- fees and charges apply – refer to [hummm90.com/au](http://hummm90.com/au) for details.

## TARGET MARKET

### Description of target market

<b>Eligibility Requirements</b>	<p><b>hummm90</b> is designed for a class of consumers who meet the following <b>Eligibility Requirements</b>:</p> <ul style="list-style-type: none"> <li>are at least 18 years of age</li> <li>earn at least \$25,000 gross income per year</li> <li>have a good credit rating and meet our credit criteria</li> <li>are permanently resident in Australia, and</li> <li>have a valid mobile number.</li> </ul>
<b>Needs &amp; objectives</b>	<p><b>hummm90</b> is designed for consumers who require the ability to make everyday credit card purchases and also have access to:</p> <ul style="list-style-type: none"> <li>up to 110 days interest free on purchases</li> <li>free e-commerce insurance for purchases online</li> <li>interest free instalment plan features which allow purchases to be repaid over an agreed number of fixed monthly repayments, and</li> <li>long term interest free options on purchases with authorised distributors.</li> </ul>
<b>Financial situation</b>	<p><b>hummm90</b> is designed for consumers who have the financial capacity to service their ongoing financial obligations and repay their <b>hummm90</b> purchase balances over time, which capacity is sought to be ascertained through consumers meeting our credit criteria.</p>
<b>Excluded consumers</b>	<p><b>hummm90</b> would not be suitable for consumers who:</p> <ul style="list-style-type: none"> <li>do not meet the Eligibility Requirements, or</li> <li>are looking for a reward points credit card, low rate or zero fee credit card.</li> </ul> <p>These consumers are not in the target market.</p>

### Assessment of appropriateness

We have assessed that **hummm90**, on the basis of its key product attributes, is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market because it:

- provides a high level of flexibility with up to 110 days interest free on purchases, fixed instalment plan repayment options and a number of long term interest free repayment options for purchases, and
- enables the target market to satisfy its needs and objectives at a reasonable and affordable cost, noting that the interest rates for this product are in line with other premium credit cards in the market, and that the fixed term instalment plan options are interest free and involve a small or zero fee.

## DISTRIBUTION CONDITIONS

### Description of distribution conditionst

<b>Distribution channels</b>	<p><b>hummm90</b> distributed:</p> <ul style="list-style-type: none"> <li>• directly by <b>hummm</b> to the consumer through online application via the <b>hummm90</b> website, or</li> <li>• by retailers in-store through the <b>hummm90</b> online seller portal.</li> </ul>
<b>Distribution conditions</b>	<p>All applications, regardless of which distribution channel as described above is used, are made using our application systems, which seek information to establish whether the consumer meets the Eligibility Requirements, including meeting our credit criteria, and therefore falls within the target market.</p> <p>Through our application systems, consumers have access to information about <b>hummm90</b> before and during the application to assist consumers to understand the product attributes and consider if it meets their objectives and needs.</p> <p><b>hummm90</b> must not be distributed to consumers who do not meet the Eligibility Requirements set out in this TMD. This is controlled via <b>hummm90</b>'s online and seller portal origination and application process. The information in applications is assessed to ensure that only applications by consumers who meet all the Eligibility Requirements will be approved for a <b>hummm90</b> card. These controls apply to all distribution channels described above. Our approval processes are configured to reject applications that do not meet the Eligibility Requirements.</p>

### Assessment of appropriateness

We have assessed that the distribution channels and distribution conditions described above are appropriate to direct the distribution of **hummm90** to its target market because:

- our distributing retailers have been trained by us to understand their obligations in relation to the target market, and are required to make enquiries of the customer as to the Eligibility Requirements (other than our credit criteria) before an application is completed,
- completed applications for **hummm90** can only be approved by **hummm**, and
- **hummm**'s approval system has controls in place so that applicants who do not satisfy the Eligibility Requirements will not be able to obtain a **hummm90** card.

## TMD & PRODUCT REVIEW

### Review periods

<b>Annual periodic reviews</b>	This TMD will be reviewed within 18 months of the date on which this version was made, and subsequent periodic reviews will be carried out in each case within 24 months of the previous review.
<b>Trigger review</b>	This TMD will also be reviewed within 10 business days of the identification of a review trigger (see below) having been met.

### Review triggers

**hummm** continuously monitor the performance of **hummm90** against a range of review triggers, which we have selected as reasonably suggesting that the TMD may no longer be appropriate. We have internally set thresholds for these review triggers (where appropriate), and monitor performance against these thresholds in our governance forums, generally on a monthly basis. Where we determine that one of the triggers has occurred, a review of this TMD will be performed.

Changes in metrics triggering a review could include:

- application approval and completion rates
- key credit risk factors as an indicator of poor customer outcomes including delinquency, persistent debt, hardship and repeated low repayments
- complaints relating to key product attributes, product suitability and/or sales conduct. We monitor for any repetitive and/or complaints indicating a systemic issue about hummm90 or a feature of hummm90.

Other review triggers include:

- any direction from ASIC which requires hummm to cease distribution of the product, or
- there is a significant dealing in hummm90 outside its target market.

## Distribution information reporting requirements

The following information must be provided to **hummm** by our **hummm90** distributing retailers:

Type of information	Description	Reporting period
Specific complaints	Subject to availability, details of the complaint, including name and contact details of complainant and substance of the complaint.	As soon as practicable and within 5 business days of receipt of complaint.
General information about complaints	Number of complaints, originating channel and general feedback relating to the product and its performance.	Every 6 month reporting period.
Significant dealing(s): where the retail partner identifies a significant dealing that is not consistent with the TMD.	Date or date range of the significant dealing(s) and description of the significant dealing (e.g. customers looking predominantly for a rewards credit card are obtaining a <b>hummm90</b> card).	As soon as practicable, and in any case within 10 business days after becoming aware.