



Argenic

# Argenic Payment System Target Market Determination

# Target Market Determination

This Target Market Determination (**TMD**) is required under section 994B of the *Corporations Act 2001 (Cth)* (**Corporations Act**).

This document describes the type of customer the Argenic Payment System (**product**) is appropriate for (**target market**), its key attributes and any conditions around how the product can be distributed. It also describes events or circumstances where Argenic Pty Ltd (**Argenic, we, us, our**) may need to review this TMD. It forms part of Argenic's design and distribution arrangements for the product.

This document is not a Product Disclosure Statement (**PDS**) and is not a full summary of the product features or the terms and conditions of the product, nor is it a substitute for financial advice. This document does not take into account any person's individual objectives, financial situation or needs. Persons interested in acquiring the product should carefully read the PDS for the product before making a decision whether to acquire it. Contact Argenic to obtain a copy of the PDS for the product.

## 1. Issuer Details

Argenic Pty Ltd  
 ABN 53 663 970 812  
 AFS Representative 001300456

Argenic has appointed Smartransfer Pty Ltd, which holds AFSL 526125, to act as the authorised intermediary (pursuant to section 911A(2)(b) of the Corporations Act) to make offers to people to arrange the issue of the product.

### Document control:

TMD Version	2
Effective Date	5 October 2023

## 2. Product Description

Product name: Argenic Payment System.

Associated products: The product utilises a range of payment mechanisms, including:

- NPP (or New Payments Platform) – utilises PayIDs to process faster, simpler and smarter payments.
- Direct debit and direct credit – a fully automated direct debit/credit solution that allows for the collection of recurring fees, variable amounts, invoice payments or payment plan amounts from your customers' bank account, credit card and debit card accounts.
- BPAY® – allows you to accept payments using the BPAY® system.
- PayTo® – a digital alternative to direct debit that enables merchants and businesses to initiate real-time payments from their customers' bank accounts under a 'payment agreement'.
- Card schemes – a secure payment solution that allows merchants to accept credit and debit card payments online or via phone.
- Point of sale – provides you with a convenient and secure payment solution to accept credit and debit card payments directly from your customers when they present you with a credit or debit card.
- Card issue – Argenic branded debit or credit card (MasterCard or Visa) can be issued to merchants via our third-party providers.

The full details of the product are available in the Product Disclosure Statement, User Agreement and our Terms and Conditions.

### 3. Target Market

The information below summarises the overall class of customers that fall within the target market for the product, based on the key features and attributes of the product and the likely objectives, financial situation and needs that it has been designed to meet.

#### Class of customer

The product has been designed for businesses (e.g., those operating as companies, partnerships, trusts or sole traders), that require a payment solution.

The product's target market are businesses who would like to do any of the following:

- Accept customer payments in-person or online.
- Collect payments via online or mobile applications, in person or through automatic recurring payments.
- May want to offer their customers a range of payment methods.
- Require the ability to transfer funds from the facility on behalf of themselves to facilitate transactions in respect of their business operations.
- Offer the ability to transfer funds from the facility off platform to the customer's ADI.

#### Eligibility

To utilise the product, a customer is required to meet the following requirements:

- Hold an active ABN.
- Pass Argenic's onboarding checks, which include Customer Due Diligence, 'Know Your Customer' and 'Know Your Business' verification, sanctions screening and any other necessary onboarding requirements.
- Comply with Argenic's credit assessment criteria.
- Comply with card and payment scheme rules and regulations.

#### Excluded class of customers

The product has not been designed for investment purposes or for the following types of customers:

- Individuals.
- Customers who have obligations under ASIC's Client Money Reporting Rules 2017 in relation to reportable client money.
- Customers who require a statutory trust account to hold client money under state legislation (e.g., real estate agents, legal practitioners and conveyancers).
- Customers seeking a bank account that is protected by the Financial Claims Scheme.
- Customers that engage in activities that do not comply with Argenic's policies.

### 4. Key Product Attributes

Argenic has identified the key attributes of the product that likely meet the needs, objectives and financial situation of customers in the target market as follows:

#### Financial situation

The product has been designed for businesses that:

- Have sufficient funds available to cover fees and charges associated with the use of the product.
- Meet Argenic's internal credit assessment requirements (as required).

Customers are required to nominate a bank account for monthly direct debiting of fees and charges; including facility fees and transaction fees that apply.

Argenic has determined that the product design features will make it likely that customers who acquire the product are in the class of customers for which it has been designed.

#### Objectives and needs

The product has been designed for businesses that may have the following objectives or needs:

- Require a payment solution to accept customer payments in-person or online.
- Require a payment solution to collect payments via online or mobile applications, in person or through automatic recurring payments.

- A customer that would like to use funds to facilitate transactions as part of their business operations.

### **Appropriateness of the target market**

The product is designed to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market being businesses who want a secure payment solution. This is based on an analysis of the key features and attributes of the product and a finding that these are consistent with the identified class of customers. As the product has been designed for businesses, only those customers who meet Argenic's onboarding requirements are able to obtain the product.

## **5. How this product is to be distributed**

Argenic applies the following conditions and restrictions to the distribution of the product so that the product is likely to be provided to customers in the target market. These conditions and restrictions include:

- Limiting the channels through which the product can be provided.
- Ensure those who distribute the product are adequately trained and accredited (as required).
- Ensure Argenic and any authorised third parties only distribute the product in accordance with a consistent application process.

### **Product distribution**

The product is to be distributed in accordance with this TMD and will be distributed through business development managers and representatives appointed by Argenic or its related entities.

Referral partners may also refer customers to Argenic (such as third-party software vendors), however only authorised Argenic staff are permitted to issue the product to a customer.

By maintaining direct control over the distribution of the product, Argenic can ensure that applications for the product are only received through channels that are subject to appropriate conditions, controls and/or monitoring. It also ensures that Argenic can make enquiries to determine whether the product is consistent with the likely needs, objectives and financial situation of the customer.

### **Training and accreditation**

The product can only be provided to customers by Argenic directly or through authorised Argenic staff who are trained and accredited to sell the product.

By applying training and accreditation standards to the sale and distribution of the product, Argenic ensures its eligibility requirements are satisfied; authorised staff understand the legislative frameworks relevant to their activities; and those distributing the product are appropriately trained and accredited. In addition, it allows Argenic to monitor and supervise its authorised staff, and more easily ensure that authorised staff receive up to date information regarding the product and any upgrades or changes.

### **Additional distribution conditions**

The product is to be distributed under the following circumstances:

- Advertising is targeted to reach businesses at times and places (virtual and real) where such entities are likely to be receptive to receiving payment information or to be making payments. Advertising is not undertaken at places, times or in a manner that targets individual consumers (i.e. the product is marketed to businesses).
- Other than its related bodies corporate, Argenic does not use third party agents or distributors to sign up or contact consumers (e.g., merchants) on Argenic's behalf.
- Ongoing monitoring of the product is undertaken to enable Argenic to understand whether it continues to meet the needs, objectives and financial situation of the target market in accordance with the key features and attributes of the product.

### **Adequacy of distribution conditions and restrictions**

Argenic has determined that the distribution conditions and restrictions will make it likely that customers who acquire the product are in the class of customers for which it has been designed. Argenic considers 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.

## 6. Reviewing this TMD

Argenic has implemented the following monitoring program which is designed to trigger a review of this TMD:

Initial review:	Within 12 months from the effective date of the TMD.
Periodic review:	At least every 24 months from the initial review.
Review triggers:	<p>Any event or circumstances arise that would reasonably suggest the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none"> <li>▪ A material change to the design or distribution of the product, including related documentation. This could include the introduction of a new payment method.</li> <li>▪ A significant dealing of the product to customers outside the target market occurs, which is reportable to ASIC within 10 business days. Argenic has determined that a significant dealing will occur if at any time it is detected that more than 10% of customers receiving the product within a three-month period are not within the target market.</li> <li>▪ Distribution conditions found to be inadequate.</li> <li>▪ A change in law, Government policy or regulatory change which indicates the product's features or distribution channels may no longer be appropriate for the target market.</li> <li>▪ External events such as material adverse media attention or regulatory enquiries in relation to the product.</li> <li>▪ A significant change in transaction metrics, including, but not limited to, complaints, disputes or claims, e.g., product suitability; or misrepresentation or mis-selling from Argenic staff).</li> </ul>

Where a review trigger has occurred, this TMD will be reviewed within 10 business days of Argenic's awareness of that trigger.

## 7. Reporting and Monitoring

Argenic, as the issuer and distributor of the product, will collect the following information in relation to this TMD.

Complaints:	Information on all complaints, disputes and claims in relation to this TMD on a quarterly basis. This will include written details on the number and substance of complaints and general feedback relating to the product and its performance.
Product transaction data:	Information on product applications, cancellations and customer data in relation to this TMD on a quarterly basis.
Significant dealings:	The date or date range of significant dealings and the description of the significant dealing as soon as practicable, and in any case, within 10 business days after becoming aware of the significant dealing (refer to section 994F(6) of the Corporations Act).

**Important information**

Issued by Argenic Pty Ltd (ABN 53 663 970 812) (**Argenic**).

This material provides general information only and does not take into account your individual objectives, financial situation, needs or circumstances. Before making a decision to acquire the product, you should assess whether the product is appropriate for you and obtain advice tailored to you having regard to your individual objectives, financial situation, needs and circumstances.

This TMD is not a recommendation, opinion or advice that any person acquire the product or is within the target market for the product. It does not summarise the terms or risks of the product and is not an offer of, or invitation to apply for, the product to any person in Australia or any jurisdiction or country where such distribution or use would be contrary to local law or regulation. It does not set out all obligations of regulated persons in relation to the product or this TMD.

Argenic, its officers, employees and agents believe that the information in this material and the sources on which it is based (which may be sourced from third parties) are correct as at the date of publication. While every care has been taken in the preparation of this material, no warranty of accuracy or reliability is given and no responsibility for the information is accepted by Argenic, its officers, employees or agents. Except where contrary to law, Argenic excludes all liability for this information. In addition, no guarantee as to the performance of the product is made by Argenic or any related entity.

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