

Target Market Determination

Non-Cash Payment Products

Amplus Global Pty Ltd

ACN 162 631 325

AFS Licence: 505929

Date: 9 December 2025

Version 1.1

Table of Contents

Summary of Services.....	3
INTRODUCTION.....	3
PURPOSE.....	3
ISSUED FINANCIAL PRODUCTS	3
Our Target Market.....	4
CONSUMERS WHO SATISFY EACH OF THE FOLLOWING CRITERIA:.....	4
FOR THOSE CONSUMERS WHO SATISFY THE ABOVE CRITERIA.....	4
Target market – criteria, scope and key attributes.....	4
Consumers for whom the non-cash payment product is unsuitable	6
Distribution conditions	6
Monitoring and reviewing the TMD.....	7
PERIODIC REVIEWS	7
REVIEW TRIGGERS – ADDITIONAL REVIEWS	7
Distributors – Information Collecting and Reporting Requirements	7
Changes to the TMD.....	7

Summary of Services

Introduction

Amplus Global Pty Ltd (“Amplus Global”) is the holder of Australian Financial Services (“AFS”) Licence number 505929 and operates a financial services business covering a broad spectrum of products. Amplus Global is a product issuer and issues a non-cash payment facility to retail clients.

The Design and Distribution Obligations (“DD Obligations”) set out in Part 7.8A of the *Corporations Act 2001* (Cth) apply to the issue and distribution of non-cash payment products to retail clients (“Consumers”) from 5 October 2021.

The DD Obligations aim to assist Consumers to obtain appropriate financial products by requiring product issuers and distributors to have a consumer-centric approach to the design and distribution of financial products.

Purpose

The purpose of this Target Market Determination (“TMD”) is to describe the target market of Consumers for our products, and to address the DD Obligations that apply to TMDs.

If you are a retail client, you should refer to the relevant Product Disclosure Statement (“PDS”) before deciding whether to acquire or continue to hold the relevant product. You can obtain a copy of the relevant PDS from our website.

It is important to note that you should not base any decision to trade on the contents of this TMD, and this document is not suitable for the purpose of deciding whether to acquire a non-cash payment facility.

The contents of this TMD are directed to retail clients.

Issued Financial Products

Amplus Global, in conjunction with EonX Services Pty Ltd (“EonX”), offers financial services through a dedicated platform (“Platform”) which is provided and maintained by EonX’s related party, EonX Australia Pty Limited.

By utilising EonX’s payments Platform, Consumers will be able to make payments to different merchants to purchase goods and services or to conduct bulk payments. Subject to terms and conditions, when Consumers make payments on the Platform, they will be eligible to earn points. These points are issued as a promotional incentive to encourage use of the payment processing services.

Points can be redeemed for rewards which include gift cards, coupons, travel and hotel bookings and they can also be used to help Consumers pay third party invoices through the Platform.

Loyalty points, used as described, meet the definition of a *non-cash payment product* which is a financial product.

Our Target Market

The target market includes the following classes of Consumers:

Consumers who satisfy each of the following criteria:

- Have a registered business with an ACN or ABN, and are domiciled in Australia.
- Have an ARBN if they are a foreign company that carries on business in Australia.
- Passes the onboarding checks, including customer due diligence, KYC and any other required onboarding checks.
- Is a participant in a member network.
- Is able to hold their points balance on the Platform for an indefinite period of time.
- Is able to enable points redemption via the Platform in exchange for goods and services.

For those Consumers who satisfy the above criteria

Those Consumers who satisfy the above criteria and wish to utilise points for their business needs, including for one or more of the following purposes,

- Applying financial efficiency by reducing out-of-pocket business costs;
- Assisting with cash flow management so that cash can be preserved for working capital and / or other business priorities;
- Assisting businesses to forecast and manage discretionary spending more predictably;
- Utilising points to be used for premium flights or accommodation, which improve travel comfort and productivity of users;

are in the target market for Amplus Global's non-cash payment product.

Target market – criteria, scope and key attributes

Further details regarding Amplus Global's target market for issuing loyalty points are set out below.

Criteria	Scope and key attributes
Client type	Retail clients. This TMD does not apply to wholesale clients.
Knowledge and experience	Clients are required to have a basic level of knowledge and experience in regard to loyalty points.
Ability to participate	Clients who have joined the Platform and have met the eligibility criteria, may participate in the loyalty program.
Key Attributes	Clients who have considered the core characteristics that make the loyalty program effective and appealing, including, but not limited to its simplicity, transparency, flexibility, accessibility and security.
Likely objectives, financial situation and needs	Retail clients who understand the use of the loyalty points program. <u>Likely objectives</u>

To use loyalty points as a substitution for cash payments or expenses, thus benefiting the Consumer's financial resources. Members of the target market typically seek to:

- Maximise the value of their existing spending;
- Access rewards, discounts, or benefits that offset regular business costs.
- Enhance lifestyle or business efficiency through travel, upgrades, or other perks.

Likely financial situation

To have sufficient loyalty points which can be used for the benefit of the Consumer. This would ultimately assist the Consumer's financial situation by harnessing loyalty points that may otherwise be underutilised or forfeited.

The target market generally includes Consumers who have regular discretionary or operational spending capacity and are comfortable managing cashless rewards or deferred value benefits rather than immediate monetary returns.

Likely Needs

Consumers seeking to improve their financial position by using loyalty points to meet their own expenditure obligations. The target market typically needs:

- A simple, transparent, and flexible way to gain additional value from ongoing purchases.
- The ability to use rewards to reduce future expenses or enhance experiences.
- A trustworthy program with clear rules and accessible redemption channels.

Explanation why loyalty points are likely to be consistent with the likely objectives, financial situation and needs of the target market

Amplus Global expects that a loyalty points program is likely to be consistent with the objectives, financial situation and needs of the identified target market because they are designed to reward regular spending and deliver value through non-cash benefits, such as discounts, travel or merchandise.

The program aligns with these objectives by offering a clear and attainable mechanism for accumulating and redeeming points tied directly to purchasing behaviour, thereby reinforcing customer engagement and satisfaction.

Because participation in a loyalty points program does not generally require significant upfront costs or expose the Consumer to financial loss (beyond normal spending), it is suitable for businesses across a wide range of financial circumstances.

Loyalty programs meet these needs by providing a structured, predictable and low-risk system for obtaining incremental benefits from spending activity.

Consumers for whom the non-cash payment product is unsuitable

- Individuals (other than sole traders who operate with an ABN) or who are otherwise not business owners.
- Consumers with very low or irregular income who cannot make sufficient purchases to earn meaningful points. These Consumers are unlikely to derive any significant benefit from the program and participation may create a false expectation of value.
- Consumers who need immediate discounts or cashback to manage essential living or business expenses.
- Consumers who rarely use the retail, travel, or service partners associated with the program.
- Consumers looking for financial investment returns or income generation, rather than rewards or lifestyle benefits.

Consumers who fall into any of the categories set out immediately above, are not in the target market for Amplus Global's product offerings.

Distribution conditions

Amplus Global's non-cash payment products are distributed by:

- Amplus Global; and
- Various third parties are also involved in the distribution of the financial products, including EonX ("the Distributors").

Amplus Global will take reasonable steps to ensure that both it and any Distributors, distribute the financial product to the identified target market. These include the following:

- Consideration of the target market and the proposed distribution as part of any new product proposal.
- The product will be distributed by Amplus Global in accordance with the authorisations provided under its AFS Licence.
- The product will also be distributed by third parties who hold an AFS Licence or are an Authorised Representative of an AFS Licence holder with an authorisation to deal in non-cash payment products.
- Representatives of Amplus Global who are appointed to assist with the distribution of the products will be adequately trained and monitored to ensure they understand and are able to discuss the features, risks and fees of the products.
- Amplus Global will also take reasonable steps to ensure that its marketing strategy and the marketing strategy of Distributors is targeting potential clients who fall within the identified target market. No Distributor may release marketing materials without obtaining Amplus Global's prior written consent.
- Ensuring any Distributor is of good character, are knowledgeable about the product (including the risks and key features), are fully aware of our target market and maintain appropriate procedures, processes and controls with a view to ensuring that loyalty points products are distributed in accordance with this TMD.
- Amplus Global requires any Distributor to provide all marketing material to the Compliance Department for review. The Compliance Department will ensure that the material:
 - Includes any regulatory requirements (for example, relevant disclaimers).
 - Is not false, misleading or deceptive in any way.

- Is consistent with Amplus Global's TMD – that is, to ensure that the material does not contain elements which may attract potential clients outside of the intended target market.

Amplus Global believes these distribution conditions, in conjunction with our compliance policies and business procedures, will effectively align the distribution of our financial products with our designated target market.

Monitoring and reviewing the TMD

Periodic reviews

Amplus Global will perform periodic reviews of this TMD.

The first review of this TMD will occur on 1 December 2026.

Subsequent reviews of the TMD will occur on each anniversary of the first review date.

Review triggers – Additional Reviews

Amplus Global will also review the TMD where the following review triggers occur:

- Material changes to laws or regulations affecting non-cash payment products.
- Material changes to the key attributes of non-cash payment products.
- The occurrence of a significant dealing, including when distribution occurs outside the target market on multiple occasions.
- Where Amplus Global has detected significant issues with the distribution of its products through its monitoring of daily activities, or the monitoring and supervision of its Distributors.
- Where Amplus Global or a Distributor have received a significant number of complaints or noted relevant complaints trends.

Distributors – Information Collecting and Reporting Requirements

As part of the process of monitoring and reviewing the TMD to determine whether it is still appropriate, each Distributor must provide the following to Amplus Global on a quarterly basis, within ten (10) business days of the end of each quarter – 31 March, 30 June, 30 September and 31 December, each year:

- **Complaints** – Distributors must report all complaints in relation to the products covered by this TMD within five (5) business days from the date the complaint was received.
- **Significant Dealings** – Distributors must report to Amplus Global if they become aware of a significant dealing in relation to this TMD within ten (10) business days.
- **Feedback** – Distributors must report all other relevant retail client feedback not previously reported in relation to the financial product covered by this TMD to Amplus Global.

Changes to the TMD

Amplus Global reserves the right to amend this TMD at any time if such amendment is needed as a result of any changes to the law or regulations, regulatory guidance, or for any reason we consider as a proper reason to amend the TMD.