



American Express® Gold Card

Issuer	American Express Australia Limited ABN 92 108 952 085
Date of Target Market Determination (TMD)	20 October 2023
Description of Target Market (TM)	<p>Consumers who:</p> <ul style="list-style-type: none"> • want a flexible spending limit; • want to make purchases by deferring payment for a short time with no interest and are able to pay the balance in full each month; • want to have the option to earn reward points; • want and to access additional travel and insurance benefits; and • are able to pay an annual fee of \$130. <p>Further detail on the likely objectives, financial situation and needs of the consumers for which this Charge Card is intended are described below.</p>

Target Market

American Express has designed this Charge Card for consumers with the objectives, financial situation and needs outlined in the tables below, being the Target Market.

Objective and needs	Charge Card attributes
If a consumer's objectives and needs are to:	This Charge Card will be consistent with the objectives and needs of consumers in the Target Market because:
use a payment facility to defer payment for goods and services without incurring interest	Payment for goods and services will be deferred for up to 44 days before the balance must be paid in full. No interest is charged, however liquidated damages are payable if payment is not made by the due date.
have a payment facility with a flexible spending limit	This Charge Card does not have a pre-set spending limit. Purchases are approved on a variety of factors, including current spending patterns of the consumer, their payment history, credit records and financial resources known to American Express.
protect themselves against fraud and unauthorised charges	This Charge Card includes Fraud Protection Guarantee (protection against unauthorised charges if consumers notify American Express immediately upon discovery of any fraudulent transactions and if consumers have complied with the Card Member Agreement).
earn and redeem Membership Rewards points	Membership Rewards points are earned on purchases and can be redeemed in a number of ways. Optional enrolment in Membership Rewards program for \$80 p.a.

access travel insurance	Includes travel insurance for consumers who use their Card to purchase travel. Terms, conditions and exclusions apply (such as maximum age limits, pre-existing medical conditions, and cover limits).
access travel benefits	This Charge Card includes: <ul style="list-style-type: none"> • access to hotel status program; • access to The Hotel Collection; and • access Hertz Gold Plus Rewards.
access to retail item insurances	Consumers will receive access to: <ul style="list-style-type: none"> • Card Purchase Cove; and • Card Refund Cover. Terms, conditions and exclusions apply.

Financial situation

The financial situation of the Target Market are consumers that:	<ul style="list-style-type: none"> • earn a sufficient income to pay outgoings and living expenses, in addition to Card repayments each month without experiencing financial hardship; • are willing and able to pay an annual fee, being an annual fee of \$130 plus optional Membership Rewards program \$80 per annum; • have current employment or access to other income or repayment sources; and • generally have an established credit history and reasonable credit score.
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Consumers outside of the Target Market

This Charge Card is unsuitable for consumers who:	<ul style="list-style-type: none"> • do not meet a significant number of the objectives and needs of the Target Market or do not meet the financial situation of the Target Market (as outlined above); • require the ability to revolve a balance; • require a no annual fee Card; • cannot make repayments within their means or without experiencing financial hardship; or • do not meet the Key Eligibility Criteria outlined below.
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Key Eligibility Criteria

To be approved for this Charge Card, consumers must satisfy the following eligibility criteria:	<ul style="list-style-type: none"> • be aged 18 years or over; and • be an Australian citizen, permanent resident or holding long term visa (long term means 12 months or over and does not include a student visa).
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The product is distributed through American Express' approved distribution channels where standardised information and disclosures are provided. The below table identifies the distribution channels which the product is offered and sets out the conditions that apply to each channel.

Distribution channels	Distribution conditions that result in distribution being consistent with the Target Market Determination
American Express Service Centre (Incoming Calls - Internal Product Transfers, Product Upgrades or Downgrades)	All staff are trained and provided with product information reviewed and approved by American Express in accordance with our internal policies and governance framework. Staff are required to read scripted and mandated disclosures to customers. Calls are recorded for coaching and training purposes.

Review Triggers

If any of the events or circumstances occur that would reasonably suggest the TMD is no longer appropriate, Amex will stop distributing the Charge Card and conduct a prompt review of the TMD.	<ul style="list-style-type: none"> • The Charge Card's attributes change so that it is no longer consistent with the likely objectives, financial situation and needs of the consumers in the Target Market. • Material changes to fees. • High default rates, abnormal cancellation rates, high hardship rates or evidence of unmitigated risks to vulnerable consumers. • The distribution methods are no longer directed at consumers who are in the Target Market. • Material or unexpectedly high number of complaints about the product or distribution of the product. • A significant dealing of the Charge Card to consumers who are outside of the Target Market. • The use of product intervention power from ASIC or regulatory orders or directions that affect the product.
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Review period	Next review date: 24 August 2025.
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This Target Market Determination is required under section 994B of the Corporations Act 2001 (Cth). The TMD sets out the likely objectives, financial situation and needs of the class of consumers that this product is designed for. The TMD does not take into account any person's individual circumstances and is not a recommendation or advice to take out the product. This document is not a product disclosure statement, summary or a substitute for the product terms and conditions. If you are interested in this product, you should read the card terms and conditions, product information and important disclosures available at www.americanexpress.com before you apply.