

Date of TMD: 21 November 2022

Version: 3.0

This Target Market Determination (**TMD**) is a publicly available document which sets out the Target Market for the Plenti Lending Platform Flex Market, Plus Market and Green Market (the **Product**), triggers to review the TMD and conditions on distribution of the product. It forms part of Plenti's design and distribution framework for the product.

This document is not a Product Disclosure Statement (**PDS**) and is not a summary of the product features or terms of the product. The Product Disclosure Statement for the Product is available at <https://www.plenti.com.au/pds/>.

This document does not take into account any person's individual objectives, financial situation or needs. It should not be taken as financial product advice and has been prepared as general information only without consideration for any individual's particular objectives, financial circumstances or needs. Persons interested in acquiring this product should carefully read the PDS and consider obtaining financial advice before making a decision whether to invest.

### 1. Product description

<b>Product</b>	Plenti Lending Platform Flex Market, Plus Market and Green Market
<b>Issuer</b>	Plenti RE Limited ACN 166 646 635 AFSL and ACL 449176 as responsible entity of the Plenti Lending Platform (ARSN 169 500 449).
<b>Product Description</b>	The Plenti Lending Platform is a registered Managed Investment Scheme. The Product allows investors to invest in loans to creditworthy Australian-resident individuals and businesses.
<b>Key Product Features</b>	<p>The Plenti Lending Platform offers the following key features:</p> <ul style="list-style-type: none"> <li>• <u>Access to creditworthy borrowers</u>: Plenti enables investment in loans to creditworthy individuals and businesses</li> <li>• <u>Access to competitive interest rates</u>: Plenti seeks to provide investors with competitive interest rates. Importantly, investors can choose the interest rates at which they wish to invest;</li> <li>• <u>Flexible investment options</u>: investors can invest a minimum of \$10, and in investment markets with an indicative term from 1 month to 7 years;</li> <li>• <u>Provision Fund protection</u>: we may make a claim to the Provision Fund if a borrower of a loan in which you are invested is late in making a payment or defaults on their loan;</li> <li>• <u>The ability to access funds before the end of the indicative term (subject to availability and conditions)</u>: when the early access transfer feature is available, investors may be able to request an early access transfer to exit an investment in a loan before the end of its indicative term, provided there are funds from other investors to replace the investor's interests in that loan (fees may apply for use of this feature);</li> <li>• <u>No establishment or exit fees</u>; and</li> <li>• <u>Management costs</u> as set out in the PDS.</li> </ul>

### 2. Target Market

The Target Market is the class of persons who meet the description and have the needs and objectives set out below.

<b>Consumer Type</b>	<p>The Product is likely to be suitable for consumers who fall within any of the following classes:</p> <ul style="list-style-type: none"> <li>• Individuals aged 18 years or over in their own capacity or as trustee</li> <li>• Companies</li> <li>• Trusts</li> <li>• Self-managed super funds and superannuation funds</li> </ul>	
<b>Likely Objectives and Needs</b>	<p>The Product is likely to be suitable for consumers seeking an investment which enables them to:</p> <ul style="list-style-type: none"> <li>• make a minimum investment of \$10;</li> <li>• invest in secured and unsecured loans to creditworthy Australian-resident individuals and businesses;</li> <li>• invest at a rate set by the consumer (subject to any minimum or maximum rate set by the Issuer);</li> <li>• make a fixed-income investment; and</li> <li>• potentially receive regular income on the invested capital, generally paid in approximately equal instalments of both capital and interest, or in accordance with any early repayments made by the borrower (noting that returns are not guaranteed, and capital is at risk).</li> </ul> <p>Additional objectives and needs specific to each investment market are set out below.</p>	
	Flex Market	<p>The Flex Market is designed to meet the likely objectives, financial situation and needs of an investor:</p> <ul style="list-style-type: none"> <li>• with a short to medium indicative investment timeframe; and</li> <li>• who is seeking higher liquidity than that of Plenti's longer term lending markets.</li> </ul>
	Plus Market	<p>The Plus Market is designed to meet the likely objectives, financial situation and needs of an investor:</p> <ul style="list-style-type: none"> <li>• with a medium to long indicative investment timeframe; and</li> <li>• who wish to have the ability request to exit a portion or all of their investments in loans before the end of the indicative term (noting that the availability of this feature is at the Issuer's discretion).</li> </ul>
	Green Market	<p>The Green Market is designed to meet the likely objectives, financial situation and needs of an investor:</p> <ul style="list-style-type: none"> <li>• with a medium to long indicative investment timeframe;</li> <li>• who is seeking an investment in an Approved Energy Product (as defined in the PDS); and</li> </ul>

		<ul style="list-style-type: none"> <li>who wish to have the ability request to exit a portion or all of their investments in loans before the end of the indicative term (noting that the availability of this feature is at the Issuer’s discretion).</li> </ul>
<b>Consumer Risk Profile</b>	<p>The Product is likely to be suitable for consumers who are able to bear the following kinds of risks:</p> <ul style="list-style-type: none"> <li>no guarantee of the investment result, return of capital or interest payments;</li> <li>no guarantee of the ability to access invested funds before the end of the indicative investment term;</li> <li>Investment performance depends on the performance of the underlying assets;</li> <li>consumers may lose some or all of their invested capital; and</li> <li>no guarantee that consumers may be able to access all their capital at the end of the indicative investment term.</li> </ul>	
<b>Customers for whom the Product may be unsuitable</b>	<p>This Product may not be suitable for people who:</p> <ul style="list-style-type: none"> <li>are seeking a capital guaranteed investment;</li> <li>want to invest with a bank or benefit from the Financial Claims Scheme; or</li> <li>are seeking a highly liquid investment or access to their funds at all times.</li> </ul>	

### 3. Consistency between Product and Target Market

The Product is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market because the product’s key attributes enable consumers in the target market to make a fixed term investment in an investment market with a timeframe and liquidity profile that is compatible with their individual requirements, including their financial position, risk tolerance and intended capital growth and/or regular income generation.

### 4. Distribution Conditions

Distribution Channel	Distribution Condition
<b>Direct Distribution</b>	<p>Investments in the Product are distributed via an application form available through Plenti’s website. The application form includes screening questions to ensure that a prospective investor is within the demographic set out above.</p> <p>No Product marketing materials may be sent or made available unless the Issuer has completed a compliance review or the material.</p>

Plenti has assessed the distribution conditions and formed the view that the distribution conditions will make it more likely that consumers who acquire the Product will be in the target market because:

- Plenti’s distribution channel for the Product is restricted to direct distribution by the Issuer; and
- employees of the Issuer involved in the distribution of this Product will be required to follow the Issuer’s internal procedures for the approval of applications for the Product.

### 5. Review Triggers

The review triggers that would reasonably suggest that the TMD is no longer appropriate include where:

- We make a material change to the Plenti Lending Platform markets or the Product Disclosure Statement that means this determination is no longer appropriate;
- We receive systemic complaints regarding the design or distribution of the Product;
- We become aware of a significant dealing in the Product which is not consistent with this document;
- We receive notification(s) from ASIC in writing requiring immediate cessation of the product distribution of the product, or cessation of particular conduct in relation to the Product;
- The rate of defaults or losses on the underlying investment assets significantly increases;
- The risk of the product substantially changes; or
- Regulation(s) and/or legislation(s) that govern the product materially changes, which means this determination is no longer appropriate

In any event, a review of this TMD will be completed at the intervals noted in the Review Periods below.

### 6. Review Periods

This TMD will be reviewed periodically and where a Review Trigger (as defined above) has occurred.

<b>First Review Date</b>	6 months after the date of this TMD.
<b>Periodic Reviews</b>	Every 12 months after the initial and each subsequent review.
<b>Trigger Review</b>	Review to be completed within 10 business days of the identification of a trigger event.

### 7. Contact us

For enquiries and information about this TMD, please contact us at [contact@plenti.com.au](mailto:contact@plenti.com.au).