

JB Hi-Fi Mobile Extras Plan

Target Market Determination



Issued by SquareTrade Australia Pty Ltd ABN 52 631 111 861 AFSL 525628

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ABOUT THIS DOCUMENT

This Target Market Determination (TMD) is prepared by SquareTrade Australia Pty Ltd ABN 52 631 111 861 AFSL 525628 (SquareTrade) in relation to JB Hi-Fi Mobile Extras, with effect from the 5th of October 2021.

This TMD is not a product disclosure statement and is not a complete summary of the product features. It is not intended to constitute financial product advice. A customer should read the full terms and conditions for JB Hi-Fi Mobile Extras available at <https://www.squaretrade.com.au/terms/> and consider whether it meets their own needs, objectives and financial situation before proceeding to purchase JB Hi-Fi Mobile Extras.

1. Who is the issuer?

1.1 JB Hi-Fi Mobile Extras is issued by SquareTrade Australia Pty Ltd.

2. What is JB Hi-Fi Mobile Extras and its key features?

2.1 JB Hi-Fi Mobile Extras is a membership program providing customers with access to several discounted benefits (detailed below) on eligible mobile phones that are purchased from JB Hi-Fi. In addition, customers also receive technical support and mobile security included in their membership. Customers who subscribe to JB Hi-Fi Mobile Extras can access the benefits of the program under their selected plan from the time the account has been successfully activated.

2.2 Additional fees and limits may apply to activate or access certain benefits of JB Hi-Fi Mobile Extras. Refer to the Product Disclosure Statement (PDS), for all applicable service fees and limits.

2.3 JB Hi-Fi Mobile Extras is not an insurance product and does not cover lost or stolen devices. It is designed for customers looking for a bundle of services to optimise their mobile phone and digital connectivity.

JB HI-FI MOBILE EXTRAS KEY PRODUCT FEATURES

	Monthly Plan Subscription	2-Year Upfront Phones \$500 or above	1-Year Upfront Phones \$500 or above	1-Year Upfront Phone less than \$500
24/7 Technical Support Over the phone support with new mobile phone set-up, and ongoing device troubleshooting.	✓	✓	✓	✓
Mobile Security To help secure mobile phone content, anti-virus and safe browsing.	✓	✓	✓	✓
Swap Anytime - New[^] Exchange the registered mobile phone, in any condition for a new mobile phone, which is the same model.	✓	✓	✓	✓
Swap Anytime - Refurbished[^] Exchange registered mobile phone, in any condition for a refurbished mobile phone, which is the same model.	✓	✓	✓	X
Low Fixed Screen Replacement[^] Access discounted screen replacement service.	✓	✓	✓	X
256GB Cloud Back up Back-up mobile phone data to the SquareTrade cloud.	✓	X	X	X
AppleCare Service & Support[^] Available to Apple phones only. Access tech support, screen and phone replacement via Apple Service Channels.	iPhones	X	X	X

[^] Service Requests Limits and Fees Apply. Refer to the PDS for full details.

3. Who is JB Hi-Fi Mobile Extras suitable for?

3.1 The Overall Target Market for JB Hi-Fi Mobile Extras comprises of customers who:

- purchase a brand new mobile phone from JB Hi-Fi for personal use; and
- permanently reside in Australia.

4. Target Market for Specific Plans

In addition to the Overall Target Market, we have considered the financial situation, needs and objectives of the target market for each JB Hi-Fi Mobile Extras plan.

4.1. JB Hi-Fi Mobile Extras – Monthly Subscription

For JB Hi-Fi Customers in the Overall Target Market who have the capacity to pay the \$12.99 monthly fee, any applicable service fees and:

Do (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none">• 24/7 technical support to assist with technical issues or operations of the registered mobile phone;• mobile security protection from malware, spyware and banking fraud;• cloud storage to back-up registered mobile phone content such as photos, videos, and contacts;• the option to exchange their registered mobile phone in any condition, for a new or refurbished phone replacement subject to payment of the applicable service fee; and• the option to have a screen replacement for any reason after the date of purchase for a fixed priced service request fee; and• access to AppleCare service and support channels. Relevant to iPhone models only.	<ul style="list-style-type: none">• choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade; and• support for lost or stolen mobile phones.

4.2. JB Hi-Fi Mobile Extras – 1 & 2 Year Upfront (Phones \$500 or above) Plan

For JB Hi-Fi Customers in the Overall Target Market who purchase a phone with a purchase price \$500 or above, have the capacity to pay the \$99 for 1 year or \$249 for 2 year once-off fee and any applicable service fees, and:

Do (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none">• 24/7 technical support to assist with technical issues or operations of the registered mobile phone;• mobile security protection from malware, spyware and banking fraud;• the option to exchange their registered mobile phone in any condition, for a new or refurbished phone replacement subject to payment of the applicable service fee; and• the option to have a screen replacement for any reason after the date of purchase for a fixed priced service request fee.	<ul style="list-style-type: none">• choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade.• support for lost or stolen mobile phones.• cloud storage to back-up registered mobile phone content such as photos, videos, and contacts; and• access to AppleCare service and support channels. Relevant to iPhone models only.

4.3. JB Hi-Fi Mobile Extras – 1 Year Upfront (Phones less than - \$500) Plan

For JB Hi-Fi Customers in the Overall Target Market who purchase a phone with a purchase price less than \$500, have the capacity to pay the \$49 once-off fee and any applicable service fees, and:

Do (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none"> • 24/7 technical support to assist with technical issues or operations of the registered mobile phone; • mobile security protection from malware, spyware and banking fraud; and • the option to exchange their registered mobile phone in any condition, for a new phone replacement subject to payment of a service fee). 	<ul style="list-style-type: none"> • choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade. • support for lost or stolen mobile phones. • cloud storage to back-up registered mobile phone content such as photos, videos, and contacts; and • the option to have a refurbished mobile phone replacement for any reason after the date of purchase for a fixed fee; and • the option to have a screen replacement for any reason after the date of purchase for a fixed price service fee. • access to AppleCare service and support channels. Relevant to iPhone models only.

5. How is JB Hi-Fi Mobile Extras distributed?

5.1 JB Hi-Fi Mobile Extras plan is distributed by JB Hi-Fi (JB Hi-Fi Group Pty Ltd, an authorised representative (AR 472876) of SquareTrade Australia Pty Ltd (AFSL 525 628)) via the following channels:

- Face to Face Sales in JB Hi-Fi Stores.
- Online Sales on the JB Hi-Fi Website; and
- Telephone Sales via the JB Hi-Fi Direct Telephone Line.

5.2 JB Hi-Fi Mobile Extras will only be made available to customers who purchased a brand new mobile phone device from JB Hi-Fi and completed the JB Hi-Fi Mobile Extras plan registration of the mobile phone, the same day as the purchase date.

5.3 SquareTrade has arrangements in place with JB Hi-Fi to minimise the risk that JB Hi-Fi Mobile Extras is sold to customers who are not within the target market.

5.4 SquareTrade has arrangements in place with JB Hi-Fi to ensure salespeople are trained to provide factual information to customers about the features included in each type of JB Hi-Fi Mobile Extras plan and the costs associated with each type of JB Hi-Fi Mobile Extras plan.

6. When will SquareTrade review this Target Market Determination

A review of this Target Market Determination will occur within 24 months of the date on which this Target Market Determination was made, and every 24 months following the last review.

Events that may cause early review of the Target Market Determination (**Review Triggers**) are:

- Amendments are made to the Australian Consumer Law (or interpretation of relevant provisions of the Australian Consumer Law are clarified by superior Australian court) which materially affects the degree of certainty or other additional benefits provided by JB Hi-Fi Mobile Extras beyond what customers are entitled to under the Australian Consumer Law;
- The JB Hi-Fi Mobile Extras Product Disclosure Statement is amended in a way which materially affects its key attributes;
- Systemic complaints are received from customers making service requests under their JB Hi-Fi Mobile Extras plan, which indicate that they misunderstood the benefits provided by JB Hi-Fi Mobile Extras plan and were not within the target market;
- Significant number of complaints regarding product design, product availability, service request experience or distribution conditions;
- Significant amount of feedback from customers that product is not suitable;
- Information provided by regulators (e.g. ASIC or ACCC) that indicate this Target Market Determination may no longer be appropriate; or
- A significant dealing in JB Hi-Fi Mobile Extras has occurred which is not consistent with this Target Market Determination.

7. How will SquareTrade monitor distribution under this Target Market Determination?

SquareTrade will collect the following information to monitor distribution of JB Hi-Fi Mobile Extras and to help determine whether a review trigger or event has occurred.

Type of information	Reporting period for when information should be provided to the issuer
Sales, service request, general membership usage, and cancellation data.	Quarterly Review.
Information about the nature of any complaints received by distributors in relation to JB Hi-Fi Mobile Extras.	Within 10 business days.
Any significant dealing in JB Hi-Fi Mobile Extras that is not consistent with this Target Market Determination.	As soon as practicable and within 10 business days after becoming aware.