

# TARGET MARKET DETERMINATION FOR THE GOOD GUYS MOBILE EXTRAS

## 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 The Good Guys 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 The Good Guys 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 The Good Guys Mobile Extras.

### 1. Who is the issuer?

1.1 The Good Guys Mobile Extras is issued by SquareTrade Australia Pty Ltd.

### 2. What is The Good Guys Mobile Extras and its key features?

- 2.1 The Good Guys Mobile Extras is a membership program providing customers with access to several discounted benefits (detailed below) on eligible mobile phones that are purchased from The Good Guys. In addition, customers also receive technical support and mobile security included in their membership. Customers who subscribe to The Good Guys 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 The Good Guys Mobile Extras. Refer to the Product Disclosure Statement (**PDS**), for all applicable service fees and limits.
- 2.3 The Good Guys 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.

### 3. Who is The Good Guys Mobile Extras suitable for?

3.1 The overall Target Market for The Good Guys Mobile Extras comprises of customers who:

- Purchase a brand new mobile phone from The Good Guys for personal use;
- Permanently reside in Australia; and
- Are 18 years or older; or are under the age of 18 and want features other than the Upgrade Anytime feature.

## THE GOOD GUYS MOBILE EXTRAS KEY PRODUCT FEATURES

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

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

## 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 The Good Guys Mobile Extras plan.

### 4.1 The Good Guys Mobile Extras – Monthly Subscription

For The Good Guys Customers in the Overall Target Market who have the capacity to pay the \$12.99 monthly fee, any applicable service fees and:

Want (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none"> <li>• 24/7 technical support to assist with technical issues or operations of the registered mobile phone;</li> <li>• mobile security protection from malware, spyware and banking fraud;</li> <li>• cloud storage to back-up registered mobile phone content such as photos, videos, and contacts;</li> <li>• for customers aged 18 and over, the option to trade-in their registered mobile phone to SquareTrade to receive a The Good Guys trade-in voucher to contribute to the next purchase of their new mobile phone to be purchased at The Good Guys;</li> <li>• 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;</li> <li>• the option to have screen replacement for any reason after the date of purchase for a fixed priced service request fee; and</li> <li>• access to AppleCare service and support channels. Relevant to iPhone models only.</li> </ul>	<ul style="list-style-type: none"> <li>• choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade; and</li> <li>• support for lost or stolen mobile phones.</li> </ul>

## 4.2 The Good Guys Mobile Extras – 1 Year Upfront (Phones \$500 or above) Plan

For The Good Guys Customers in the Overall Target Market who purchase a phone with a purchase price \$500 or above, have the capacity to pay the \$99 once-off fee and any applicable service fees, and:

Want (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none"> <li>• 24/7 technical support to assist with technical issues or operations of the registered mobile phone;</li> <li>• mobile security protection from malware, spyware and banking fraud;</li> <li>• for customers aged 18 and over, the option to trade-in their registered mobile phone to SquareTrade to receive a The Good Guys trade-in voucher to contribute to the next purchase of their new mobile phone to be purchased at The Good Guys;</li> <li>• 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</li> <li>• the option to have screen replacement for any reason after the date of purchase for a fixed priced service request fee.</li> </ul>	<ul style="list-style-type: none"> <li>• choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade;</li> <li>• support for lost or stolen mobile phones;</li> <li>• cloud storage to back-up registered mobile phone content such as photos, videos, and contacts; and</li> <li>• access to AppleCare service and support channels. Relevant to iPhone models only.</li> </ul>

## 4.3 The Good Guys Mobile Extras – 1 Year Upfront (Phones less than \$500) Plan

For The Good Guys 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:

Want (this product is appropriate for)	Do Not Want (this product is not appropriate for)
<ul style="list-style-type: none"> <li>• 24/7 technical support to assist with technical issues or operations of the registered mobile phone;</li> <li>• mobile security protection from malware, spyware and banking fraud;</li> <li>• for customers aged 18 and over, the option to trade-in their registered mobile phone to SquareTrade to receive a The Good Guys trade-in voucher to contribute to the next purchase of their new mobile phone to be purchased at The Good Guys;</li> <li>• the option to exchange their registered mobile phone in any condition for a new phone replacement subject to payment of the applicable service fee.</li> </ul>	<ul style="list-style-type: none"> <li>• choice of service provider for tech support, screen and mobile phone replacements (swaps). Authorised service providers are determined by SquareTrade;</li> <li>• support for lost or stolen mobile phones;</li> <li>• cloud storage to back-up registered mobile phone content such as photos, videos, and contacts; and</li> <li>• the option to have a refurbished mobile phone replacement for any reason after the date of purchase for a fixed fee;</li> <li>• the option to have a screen replacement for any reason after the date of purchase for a fixed price service fee; and</li> <li>• access to AppleCare service and support channels. Relevant to iPhone models only.</li> </ul>

## 5. How is The Good Guys Mobile Extras distributed?

- 5.1 The Good Guys Mobile Extras plan is distributed by The Good Guys (The Good Guys Discount Warehouses (Australia) Pty Ltd, an authorised representative (AR Number: 1292045) of SquareTrade Australia Pty Ltd (AFSL 525 628)) via the following channels:
- Face to Face Sales in The Good Guys Stores.
  - Online Sales on the The Good Guys Website; and
  - Telephone Sales via the The Good Guys Direct Telephone Line.
- 5.2 The Good Guys Mobile Extras will only be made available to customers who purchased a brand new mobile phone device from The Good Guys and completed the The Good Guys Mobile Extras plan registration of the mobile phone, the same day as the purchase date.
- 5.3 SquareTrade has arrangements in place with The Good Guys to minimise the risk that The Good Guys Mobile Extras is sold to customers who are not within the target market.
- 5.4 SquareTrade has arrangements in place with The Good Guys to ensure salespeople are trained to provide factual information to customers about the features included in each type of The Good Guys Mobile Extras plan and the costs associated with each type of The Good Guys 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 The Good Guys Mobile Extras beyond what customers are entitled to under the Australian Consumer Law;
- The The Good Guys 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 The Good Guys Mobile Extras plan, which indicate that they misunderstood the benefits provided by The Good Guys 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 (eg. ASIC or ACCC) that indicate this Target Market Determination may no longer be appropriate; or
- A significant dealing in The Good Guys 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 The Good Guys Mobile Extras and to help determine whether a review trigger or event has occurred.

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