

Target Market Determination

Vodafone Device Care Program

This Target Market Determination (TMD) describes the type of customers that the Vodafone Device Care (Program) has been designed for, the conditions under which the Program may be distributed and how this document will be reviewed for ongoing appropriateness.

This document is not a substitute for the terms and conditions of the Program. When making a decision about the Program, customers must refer to the terms and conditions of the Program, which can be found on the Vodafone website.

Issuer	TPG Telecom Limited (ACN 096 304 620) (Vodafone)	
Product	Vodafone Device Care Program	
Date of TMD	23 August 2023	
Target Market	The Program has been designed for customers with the objectives, needs and financial situation set out in the table below. The key attributes of the Program that make it appropriate for customers in this target market are set out in the second column in the table below.	
	Customer needs and objectives	Program attributes
	Want the option to exchange their mobile phone, tablet or smart watch (Device) for a replacement Device.	Ability to request a replacement Device (subject to payment of a device exchange fee)
	Want the option to exchange their mobile phone for a replacement device, without returning their mobile phone.	Ability to request a replacement mobile phone (subject to payment of a device exchange without return fee) once in each 12 month period (as defined)
	Want the option to replace their mobile phone screen	Ability to request front screen replacements for an enrolled mobile phone (subject to payment of a screen replacement fee)
	Want the option of a service provider coming to the customer's premises to replace their mobile phone screen	Ability to request a Likewise Repair service provider to restore the front screen of an enrolled mobile phone on the spot at the customer's selected location (subject to availability and payment of a screen replacement fee)
	Want support and service from Apple for a mobile phone which is an iPhone, a tablet which is an iPad or a smart watch which is an Apple Watch	Access to AppleCare Services provided by Apple, including unlimited technical support and unlimited screen replacements and device exchanges where an Apple device is subject to mechanical or electrical breakdown or malfunction including where the capacity of an integrated rechargeable battery to hold an electrical charge is less than 80% of its original specification.

	<p>Customer financial situation</p> <p>Are able to pay the monthly subscription fee for the Program and the additional device exchange fee, device exchange (without return) fee or screen replacement fee for each request to replace a Device or restore the screen of a mobile phone</p>										
	<p>The Program is not suitable for customers with the following needs, objectives and situation:</p>										
	<table border="1"> <thead> <tr> <th>Customer needs and objectives</th> <th>Why the Program is not suitable</th> </tr> </thead> <tbody> <tr> <td>Want or need insurance cover</td> <td>The Program is not an insurance policy. The only benefits provided under the Program are the Device exchange, screen replacement, device exchange (without return) and Likewise Repair services noted above.</td> </tr> <tr> <th>Customer situation</th> <th>Why the Program is not suitable</th> </tr> <tr> <td>Has an existing AppleCare+ product offered by Apple for a mobile phone which is an iPhone, a tablet which is an iPad or a smart watch which is an Apple Watch</td> <td>The AppleCare+ products provide customers with similar benefits to those that are available under the Program</td> </tr> <tr> <td>Has a device which is not intended to be activated and used on the Vodafone network</td> <td>To satisfy the eligibility criteria and enrol in the Vodafone Device Care program customers must intend to engage in registered activity on the Vodafone Network</td> </tr> </tbody> </table>	Customer needs and objectives	Why the Program is not suitable	Want or need insurance cover	The Program is not an insurance policy. The only benefits provided under the Program are the Device exchange, screen replacement, device exchange (without return) and Likewise Repair services noted above.	Customer situation	Why the Program is not suitable	Has an existing AppleCare+ product offered by Apple for a mobile phone which is an iPhone, a tablet which is an iPad or a smart watch which is an Apple Watch	The AppleCare+ products provide customers with similar benefits to those that are available under the Program	Has a device which is not intended to be activated and used on the Vodafone network	To satisfy the eligibility criteria and enrol in the Vodafone Device Care program customers must intend to engage in registered activity on the Vodafone Network
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<p>Eligibility criteria</p>	<p>To enrol in the Program, customers must satisfy the following eligibility criteria:</p> <ul style="list-style-type: none"> • lives in Australia; • be over 18 years of age; • be an approved Vodafone postpaid customer and intend to engage in registered activity on the Vodafone Network; • have a Device that is: <ul style="list-style-type: none"> • registered on the Vodafone Network in the customer's name in connection with a postpaid plan; and • no more than 60 days old from the date the customer received it from Vodafone at the time of enrolment; and • not covered by the AppleCare+ product offered by Apple; and • any other specific eligibility criteria advised to the customer at the time of enrolment. 										
<p>Distribution Conditions</p>	<p>Distribution channels</p> <p>The Program is designed to be distributed through the following channels:</p> <ul style="list-style-type: none"> • in Vodafone stores; • over the phone through the Vodafone sales team or Vodafone customer care team; • online through the Vodafone website; and • through authorised third-party dealers and partners. 										

Distribution conditions and restrictions

Vodafone applies the following conditions and restrictions to the distribution of the Program so that it is likely that customers who enrol in the Program are in the target market:

- the Program may only be distributed if a customer meets the eligibility criteria;
- Vodafone staff that distribute the Program are appropriately trained to understand the key product attributes and target market for the Program; and
- authorised third party dealers and partners authorised to distribute the Program must comply with their distribution agreement with Vodafone which outlines the process and procedures that must be followed when distributing the Program.

Distribution Information Reporting Requirements

The following information must be provided to Vodafone by authorised distributors who engage in retail product distribution conduct in relation to the Program:

Type of information	Description	Timeframe for reporting
Complaints in relation to the Program	<ul style="list-style-type: none">• Number of complaints received during the reporting period in relation to the Program;• Full details of those complaints (unless the details have previously been provided as agreed through a complaint reporting system made available to dealers by Vodafone).	Quarterly in respect of each calendar quarter ending at the end of March, June, September and December, with reporting to be provided within 10 business days of the end of each quarter.
Significant dealings (except excluded dealing) that is not consistent with the TMD	<ul style="list-style-type: none">• Date each significant dealing occurred;• Description of the significant dealing;• Why the dealing is considered significant;• Why the significant dealing is not consistent with the TMD;• How the significant dealing was identified; and• Details of steps (if any) that have been, or will be, taken in relation to the significant dealing.	As soon as practicable, and in any case within 10 business days after becoming aware of the significant dealing

Review of the Target Market Determination	<p>Vodafone will review the TMD as follows:</p> <p>Initial review: Within 18 months from the date the TMD is made.</p> <p>Periodic reviews: Within 18 months from the date of the previous review</p> <p>Review triggers: In addition, Vodafone will review this TMD if any of the following events occurs (which would reasonably suggest that the TMD is no longer appropriate):</p> <ul style="list-style-type: none">• a significant dealing of the Program to customers outside the target market occurs;• a significant number of complaints is received from customers in relation to their enrolment in or use of the Program that reasonably suggests that the TMD is no longer appropriate;• a material change to the Program or the terms and conditions of the Program occurs (e.g. adding to, removing or changing a key attribute, or a significant change to the distribution of the Program) which would cause the TMD to no longer be appropriate;• a change in law, relevant industry code, ASIC guidance or other regulatory requirement that materially affects the Program; and• the receipt of a product intervention power order from ASIC requiring Vodafone to immediately cease retail product distribution conduct in respect of the Program
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