

Target Market Determination

Issuer	Stripe Payments Australia Pty Ltd ABN 66 160 180 343 AFSL 500105
Product	Stripe Connect Top Up and Payout Services
Effective Date	13 June 2025

About this document

This target market determination (TMD) describes the class of customers for which this product has been designed.

This document is not to be treated as a full summary of the product's terms and conditions and is not intended to provide financial advice. Users must refer to the Product Disclosure Statement (PDS) and Financial Services Guide (FSG) and any supplementary documents which outline the relevant terms and conditions under the product when making a decision about this product.

Target Market and Product Attributes

The information below summarises the overall class of retail customers that fall within the target market for Connect Top-ups and Payouts, based on the product key attributes and the objectives, financial situation and needs that it has been designed to meet.

Objectives and Needs	Product Attributes
A Stripe Connect Platform user who services merchant Connected Accounts and wants to supplement funds acquired through the Stripe services with additional funds to be used for future payouts to Connected Accounts - use cases are limited to:	The Connect Top Up and Payout Services allow platform users to add funds to their Stripe accounts, via bank transfer, for future payouts of those funds to Connected Accounts.

<ul style="list-style-type: none"> • Provide customer discounts while still paying the full purchase price for goods and services to sellers; • Enable faster payouts (e.g. pay a seller before incoming funds become available). 	
---	--

Financial Situation	Product Attributes
A Stripe Connect Platform user who has sufficient funds to cover the associated fees.	<p>Platform users are charged fees for the Top-up and Payouts service based on the type of Connected Accounts it has:</p> <ul style="list-style-type: none"> • If all of the Connected Accounts are set up as Standard Accounts, there is no monthly fee for using Top-ups and Payouts; • If some or all of the Connected Accounts are Custom or Express Accounts, the Platform user will be charged a monthly account fee for each active Custom or Express Connected Account (an Account is “active” if it receives funds from the Platform in any given month); • The monthly account fee is made up of a base fee (per active Connected Account) and a monthly volume fee (which is a percentage of the amount of funds sent to a Connected Account’s bank account or debit card using the Payout Service).

Eligibility

This product has been designed for businesses (including sole proprietors) and non-profit organisations located in Australia that hold a Stripe Connect Platform Account.

Consistency between target market and the product

The product's design, including its terms and conditions, mean that it is consistent with the target market and restrictions on eligibility.

How this product is to be distributed

Distribution channels

This product is designed to be distributed electronically by Stripe directly to the user via the Stripe Dashboard upon application.

Distribution conditions

The Top Up and Payout service can only be enabled for businesses that are eligible for the product in accordance with the eligibility criteria and the Stripe SSA and Connect Platform Agreement. This product should only be distributed to users with a Stripe Platform Account in Australia.

Adequacy of distribution conditions and restrictions

The distribution channels and conditions mean it is likely that the product will only be distributed to those who meet the eligibility criteria and fit within the target market.

Reviewing this target market determination

We will review this target market determination in accordance with the below:

Initial review	Within 2 years of the effective date.
Periodic reviews	At least every 2 years from the initial assessment.
Review triggers or events	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but not limited):</p> <ul style="list-style-type: none">· a material change to the design or distribution of the product, including related documentation;· occurrence of a significant dealing;· distribution conditions found to be inadequate;· external events such as adverse media coverage or regulatory attention; and· significant changes in metrics, including, but not limited to, complaints, product launch phase moves from limited availability to general availability, substantial increase in incoming top-ups.

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days.

Reporting and monitoring this target market determination

We may collect the following information from our distributors in relation to this TMD.

Complaints	Distributors are required to report all complaints in relation to the product covered by this TMD on a monthly basis. This will include written details of the complaints.
Significant dealings	Distributors are required to report if they become aware of a significant dealing in relation to this TMD within 10 business days.