



## Media Release

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### **ANZ launches new global brand**

ANZ today launched its new brand identity and positioning to support its super regional strategy and set an aspiration to develop ANZ as a people-focused, uncomplicated bank.

The new brand identity and positioning follows 18 months of detailed research involving more than 1,300 customers and 250 staff in Australia, New Zealand and Asia Pacific.

ANZ Chief Executive Officer, Mike Smith, said: "ANZ is increasingly a regional bank operating in 32 countries and speaking 19 different languages. A strong, unified brand across all our geographies is an important part of our future growth.

"Today, our brand needs to reflect that no matter where our customers deal with us, we want to deliver one high standard of experience, based on understanding their world better than anyone else and working hard to make banking less complicated.

"The 'inconvenient truth' for bankers is that many people don't believe banks care about them as people or appreciate how complex their lives have become.

"Both retail and business customers throughout the region overwhelmingly said the new positioning 'we live in your world'" expressed what they wanted from us.

"We're already making good progress in delivering this with leading levels of customer satisfaction, significant investments in more branches and more ATMs, and simplified products and fees," Mr Smith said.

Other recent and planned initiatives in Australia include:

- establishing a simpler fee structure by eliminating 27 fees on personal accounts
- introducing specialist bankers more focused on customers individual needs including retirement specialists, small business specialists and Asian specialists
- extending branch hours in the lead up to Christmas including late nights and Saturdays in major shopping centres
- simplifying mortgage pre-approvals.

"Our new symbol, the advertising campaign that we'll launch on Sunday and the re-branding of our offices and branches reflects ANZ today and our commitment to continue to change the way we do things by understanding what is going on in our customers' world and making banking more convenient and less complex," Mr Smith said.

ANZ's new look consists of a modernized, simplified ANZ word-mark and a new symbol to give customers, staff and the community throughout the region a way to recognise and connect with ANZ including countries where non-English characters are used.

The central human shape represents ANZ's customers and people and the three shapes signify ANZ's three key geographies - Australia, New Zealand and Asia Pacific. The new branding will be progressively rolled out over the next 12 to 24 months on buildings, online, corporate stationery, marketing and advertising in Australia, Asia and the Pacific. The additional cost in 2010 for buildings, technology and marketing is approximately \$15 million.

In New Zealand, the new ANZ brand will be progressively rolled out from February 2010 while retaining The National Bank of New Zealand brand.

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