



Media Release

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ANZ launches Australia's first digital app, combining wealth and banking in one place - *Grow by ANZ* combines investing, pensions, insurance and banking in one simple customer experience -

ANZ today launched Australia's first financial services app that combines everyday banking with comprehensive wealth management solutions, in another milestone to help its customers protect, connect and grow their wealth.

ANZ Global Wealth CEO, Joyce Phillips, said: "*Grow by ANZ* is part of a series of innovations to deliver simple and accessible wealth solutions across the physical, digital and advice space. It is an important milestone in our journey to change the way our customers engage with their wealth.

"We know our customers need help to break through the complexity and organise their finances. By bringing together banking, investments, superannuation and insurance in one easy-to-use digital experience, we are helping customers connect, protect and grow their wealth.

"Our aspiration with our series of *Grow* innovations is to help our customers not only grow their wealth but to also grow their confidence and knowledge to enable better choices and improve their financial wellbeing," Ms Phillips said.

Key features of *Grow by ANZ* include:

- ANZ's award winning everyday banking application ANZ goMoney
- Easy share trading with detailed research on Australian stocks and real time data
- Insurance tools and solutions
- ANZ's leading retirement savings solution Smart Choice Super

Grow by ANZ uses advanced encryption for added security. The app is initially available for the iPhone, iPad and iPod touch and can be downloaded free via iTunes.

"In the near future, *Grow by ANZ* will also include enhanced investing tools, access to virtual advice and new ideas on how to give back to our communities through philanthropic instruments," Ms Phillips said.

Today's announcement follows last month's launch of ANZ's new Grow Centre in Sydney, the launch of the Vontobel partnership and our Smart Choice Superannuation solution which is now helping more than 300,000 customers save for their retirement.

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