



Media Release

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ANZ goMoney tops \$100 billion in transactions

ANZ today announced its mobile-to-mobile payment app, ANZ goMoney, has reached \$100 billion in transactions, demonstrating the rapid growth in customer demand for mobile banking.

Launched in 2010, goMoney now has more than 1.4 million users with an average of one million logins per day. More than 60 per cent of ANZ customers use mobile and online banking channels, and perform three times as many basic banking transactions online than in branches each year.

Key statistics for ANZ goMoney:

- More than 45,000 customers logging in every hour on average
- 88% of users are between the ages of 18 and 44
- The most popular time of use is during the commute home between 5pm – 7pm
- Accounts for 62% of all digital logins by ANZ customers
- More than 34,000 bills paid every day

ANZ Managing Director Products and Marketing Australia, Matt Boss said: “Digital and mobile technologies have changed the way people behave and interact, creating an expectation that everything should be easy, frictionless and intuitive.

“Banking is not immune from this digital disruption. With customers wanting to access their money when and where it suits them, we’ve had to use technology and innovation to serve our customers in this new digital age.

“We are now focused on ensuring all of our digital channels are connected and integrated to provide our customers with a seamless experience,” Mr Boss said.

ANZ has a suite of apps including ANZ FastPay, which helps small business owners take credit and debit payments using their smart phone or iPad, and Grow by ANZ which was launched in June 2014 and brings together ANZ goMoney with investments, superannuation and insurance.

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