



## Media Release

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### **ANZ launches digital app for Mobile Lenders to help customers purchase their new home**

ANZ today announced it has developed a new digital app designed for its Mobile Lenders to enable them to have faster, easier and more informed home loan conversations with customers.

ANZ's Head of Mobile Lending, Luke Symons said: "*Your HomeLoan 360°* was specifically designed to assist our Mobile Lenders to have more insightful conversations with customers looking to purchase a home. It's about bringing relationship banking into the digital age.

"The iPad app guides a personalised home loan conversation, stepping the customer through questions relating to their home loan goals and the suburbs the customer is looking to buy a home in. This enables them to quickly and simply compare a range of scenarios to ensure customers have the right solution for their needs," Mr Symons said.

*Your HomeLoan 360°* features:

- Simple three-step process covering the customers' goals, financial situation and property scenarios
- Connects in real-time to ANZ property profile reports and realestate.com.au to produce the latest property market insights
- A range of personalised lending scenarios that can be compared and emailed directly to the customer during the conversation

ANZ's Mobile Lending business is an important channel for ANZ and is experiencing significant growth in volume of loans written and also in the number of Mobile Lenders, which increased by 43 per cent in the first half of 2015.

"Over the past year our Mobile Lending franchise network has grown significantly and we're pleased to be continuing to invest in this important channel for our customers," Mr Symons said.

The new app will be launched to ANZ's 450 Mobile Lenders across Australia from August 2015.

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