

## **CEO Mike Smith message**

### **Introducing customers to our new brand**

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Hi, I'm Mike Smith, the Chief Executive Officer of ANZ.

ANZ is now entering a new and exciting period. We've come through the financial crisis in a strong position and we now have the opportunity to really focus on our customers and to grow all of our businesses as we build a super regional bank.

Today, we're one of Australia and New Zealand's largest financial institutions and we're among the world's top 50 Banks. We employ more than 35,000 people in 32 countries. Most importantly, ANZ is profitable, secure and one of 11 AA-rated banks left in the world.

To support our super regional strategy, ANZ's corporate brand also needs to evolve in a way that is really relevant to our customers. Importantly, we need to look and act like one organisation when we deal with you, wherever that may be.

Despite differences in culture, geography or business type – customers have told us they want a bank that's uncomplicated, that demonstrates respect, and values their voice.

Basically, this is about ANZ putting itself in your shoes, to understand your needs and your aspirations.

It involves being easy to access, simple and straightforward to deal with and being transparent in the way we work with you. It is also about providing you with the right solution and adapting our approach so that when we deal with you, we fit into your world.

All of these elements are at the heart of our new brand promise.

We know there's hard work ahead of us to deliver this but we're committed to real change to bring this alive in the way we work with you.

As part of our new brand, we've also introduced a new logo, making it easier for our customers and the community to recognise and connect with ANZ. Its central shape symbolises ANZ's three core geographies of Australia, New Zealand and Asia Pacific coming together as one.

ANZ is very clear on what it stands for as an organisation. Now, we have to work together as One ANZ to deliver on our promise to you.

Many thanks.