



Media Release

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ANZ launches new global brand in Vietnam

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

ANZ Chief Executive Officer Asia Pacific, Europe and America, Mr Alex Thursby, said: "We have worked with customers in Asia for more than 40 years and ANZ's history dates back 170 years. We are also one of only 11 AA-rated banks globally.

"Our new brand will help us build on our experience as we develop a consistent approach for customers, regardless of where they live or what language they speak. It comes at an important time in our growth strategy, as we continue to grow organically and work to complete the acquisition of Royal Bank of Scotland business in six Asian markets."

Key elements of the brand rollout in Vietnam include:

- External and internal signage at ANZ branches across Vietnam will feature the new brand from today.
- The RBS businesses will feature the new global brand from the day they become part of ANZ, following regulatory approvals in each market. The RBS business in Vietnam is expected to transition before the end of the year.
- A local and regional marketing campaign reflecting how ANZ understands what is going on in our customers' world and is making banking less complicated.

ANZ Chief Executive Officer Vietnam, Ms Thuy Dam, said: "We're making good progress on delivering on our brand promise in Vietnam. In the past 12 months we've opened one new branch and five new Transaction Offices for customers and we will open another branch at Kumho in Ho Chi Minh City next month."

"Across the region, we've added more than 1,500 staff to our business, many of whom have deep Asian banking experience. We remain confident about Vietnam's prospects and will continue to invest in this priority market as part of our goal to be one of Vietnam's leading banks."

Customers and staff in Asia took part in research to help develop the new brand.

The new brand consists of a modernised and simplified ANZ word-mark and a new symbol. 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.

For media enquiries contact:

Nguyen Thi Thu Huyen (Ms)
Marketing and PR Manager
ANZ Hanoi
Tel : (84 4) 3 938 6901 ext: 2720
thithuhuyen.nguyen@anz.com

Tran Thi Thuy Kieu (Ms)
PR & Communications Manager
ANZ Ho Chi Minh City
Tel: (84 8) 3 829 93198, ext: 1277 Email:
Email: thithuykieu.tran@anz.com