

ANZ Launches "*Spend Smart, Get Smart*" for ANZ Credit Card Holders

Jakarta, 7 Desember 2011 – PT ANZ Panin Bank (ANZ) launched "*Spend Smart, Get Smart*" program as part of our rewards program for ANZ card holders. The program presents one Smart car as the reward on each month from November 2011 until February 2012.

ANZ Director of Consumer Finance Luskito Hambali said, "*Spend Smart, Get Smart* is a reward program for ANZ card holders who use ANZ cards in a smart way by enjoying discounts promo at numbers of ANZ Spots and instalment programs that we offer."

"According to Bank Indonesia (BI), the number of card holders is rapidly increased in the last two years. In August 2009, the total number of credit cards issued amounted to 12 million, while in the same month in 2011; the number has reached to 14.2 million. This has shown that public interest in using credit card as their payment method for shopping remains high. Additionally, looking from the transaction side, in 2009, there were IDR 11.7 trillion of transactions paid using credit cards. Two years later, the number of credit card transactions rose as much as 31.6 percent to IDR 15.4 trillion.

The increasing number of cards and transactions were resulted from the increasing number of middle-class society in Indonesia. According to World Bank data, the middle-class society in Indonesia has increased significantly in the periode 2003-2010. This is also supported by the increasing number of population to up to 7 million people per year. In 2010, the number of middle-class society 131 million people or 56.5 percent of the total population. With this figure, Indonesia became one of the country with the highest growth in ASEAN region, amounting to 38 percent.

The rapid growth of middle-class society automatically has increased people's purchasing power which in the same time also helped Indonesia's economic growth. Currently 60 percent of Indonesia's economy is driven by domestic consumption. To support their spending behaviour, people tend to use credit card as the most effective payment method for various transactions, either for daily needs, lifestyle or travelling.

ANZ credit cards has a fairly dominant market share in Indonesia; reached 9 percent from the overall domestic credit card business. Until the end of November 2011, ANZ has more than 900.000 credit card holders.

"in 2012, we are expecting to increase 150,000 credit cards. This figure obviously will be balanced with various attractive offers and innovative reward programs to encourage our customers to take advantage of ANZ credit card," Luskito said.

ANZ supports public education on how to use their credit card wisely. Through "*Spend Smart, Get Smart*", ANZ would like to invite its customers to apply the concept of smart spending in using the facility and benefits from ANZ credit cards.

Founded in 1835, ANZ Group provides a range of retail, private, commercial and institutional banking and financial services to 8 million customers across 32 markets worldwide. ANZ Group holds an AA credit rating from Standard & Poor's and is among the world's 25 largest banks by market capitalisation. Operating in Indonesia since 1973, ANZ Group is the majority shareholder of PT ANZ Panin Bank (ANZ), which is headquartered in Jakarta and has 28 branches in 11 cities across Indonesia.

For media inquiries, please contact:

Marta Yuliana
ANZ Country Communications Manager
PT ANZ Panin Bank
Tel: (021) 575 0232
Email: marta.yuliana@anz.com