



Marketing Department
www.anz.com/vietnam

Media Release

For Release: 15/11/2007

ANZ brings its experience of over 4 500 000 credit cards in the region to Vietnam today

ANZ today announced the launch of the new ANZ Visa Credit Card in Vietnam. ANZ's first credit cards offer customers the convenience of a no deposit, pure credit card.

The ANZ Visa Credit Cards have been specifically designed to meet the changing needs of the Vietnamese people, including foreign workers in Vietnam, who aim at having what they want just now at the competitive rates and delivered with the Award winning International service ANZ is renown for.

Mr. Philip Crouch, General Manager, Personal Banking, ANZ Vietnam said: " At ANZ, we are always on the move in order to provide the customers with better and more beneficial banking products while ensure security, convenience, simplicity and international customer care."

ANZ Visa Credit Cards are expected to take a market-leading position in the country, offering the following benefits and features:

- Pure credit, no deposit, using the Bank's money for up to 45 days interest free. (No deposit at all)
- The added safety and convenient of not carrying large amounts if cash
- Shop on line or over the phone
- Visa worldwide acceptance
- Quick and easy application
- Competitive annual fees
- Time saving payment options including ANZ Internet Banking and ANZ ATMs
- Anyone can apply for the card, and you don't need to have an ANZ account to apply for the card.

With approximately only 4 000 000 Card holders out of the total population of 84 million people, Visa International sees the country's need for more cards services and is proud to work with ANZ in launching the card and is looking forward to working with ANZ to continue developing new credit card products that deliver exceptional customer service and convenience.. Together we believe that the ANZ Visa Credit Cards will contribute greatly to develop Vietnam Cards industry.

The launch of ANZ Visa Credit card building on the outstanding success of the ANZ Mortgage product launch earlier and demonstrates ANZ's strategy of playing an increasing role in the Personal Banking space in Vietnam.

In addition to being the first foreign bank in the country, ANZ is also the largest International Bank in terms of branch numbers, capital investment, ATM network and comprehensive banking services covering both Corporate Banking and Personal Banking.

By launching the ANZ Visa credit cards, ANZ – again – has demonstrated its long term commitment to Customers' satisfaction and delivering the right product for the Vietnamese people.

For more media enquiries, please contact:

Hanoi Branch

Nguyen Thi Thu Huyen (Ms)

PR Manager

Tel: (84-4) 825 8190 – Fax: (84-4) 825 8188

Email: nguyenh11@anz.com

Mob: 091 302 3933

Ho Chi Minh City Branch

Tran Thi Thuy Kieu (Ms)

PR Manager

Tel: (84-8) 829 9319 – Fax: (84-8) 829 9316

Email: trank2@anz.com

Mob: 098 373 1322