



Customer Fact Sheet – Our new brand

Why is ANZ changing its brand?

- ANZ's ambition is to become a super regional bank.
- Our growth plans will be assisted by presenting ourselves in a unified way across the regions we operate in and presenting a consistent experience for our customers, our people and the community.
- Having a strong and unified presence across Australia, New Zealand and Asia Pacific, ANZ can offer a strong network and take another step toward providing a seamless banking experience for customers.
- Previously ANZ was represented differently across the world and evolving the brand ensures customers know we are one organisation with a focus on people in all our locations.

What is the new brand?

- ANZ's new brand has been developed following feedback from customers and staff have told us they want from a bank - a bank that understands their needs and provides a straightforward and simplified banking experience.
- The new brand builds on what ANZ stands for – convenience, simplicity and responsibility.
- It is the logical extension with a stronger focus on making banking uncomplicated and ensuring we are more empathetic to the needs of our customers by putting them at the centre of everything we do.
- The new brand promise sets an aspiration for ANZ – we know it won't happen overnight but we are committed to real change to bring our brand promise alive.

What does the new logo represent?

- ANZ has introduced a symbol in our logo to provide another way for our staff, customers and the community to recognise and connect with ANZ.
- It represents ANZ in all of our markets regardless of the language spoken.
- The three shapes signify Australia, New Zealand and Asia Pacific – our three core geographies coming together as one ANZ.
- The central human shape represents our customers and our people – the driving forces behind our business.
- The organic nature of the symbol acknowledges the core premise of our business – growth.

What does this mean for customers?

- Both retail and business customers throughout the region said the new positioning 'we live in your world' expressed what they wanted from us.
- We're already making good progress in delivering this with leading levels of customer satisfaction, significant investments in more branches and more ATMs, and simplified products and fees.
- Other recent and planned initiatives in Australia include:
 - establishing a simpler fee structure by eliminating 27 fees on personal accounts
 - introducing specialist bankers more focused on customers individual needs including
 - retirement specialists, small business specialists and Asian specialists



- extending branch hours in the lead up to Christmas including late nights and Saturdays in major shopping centres
- simplifying mortgage pre-approvals

When will we start seeing the new brand?

- The new brand is being launched in Australia from 25 October and Asia Pacific from 27 October.
- New Zealand is launching the brand externally in February 2010.

What is happening to the other brands ANZ owns?

- The first phase of our brand strategy is focussing on the ANZ branded business, the second phase will look at all of the non-ANZ brands, and joint ventures/partnerships to ensure the representation of our brands together support the business strategy effectively.

How much is this costing?

- We understand the need to be prudent and mindful of costs.
- The new brand will be rolled out in stages across our businesses and geographies over the next 18 to 24 months as part of business-as-usual upgrades and refurbishments.
- As a result, we do not expect the cost of implementing the new brand to be significant to the Group.

Further information

For further information, please contact accordcommunications@anz.com

ANZ customer feedback:

Customers who wish to provide feedback about these matters in writing can email media.relations@anz.com or send a letter to:
Corporate Communications, ANZ
100 Queen Street Melbourne 3000 Australia

ANZ shareholder feedback:

ANZ shareholders who wish to provide feedback can contact Investor Relations at investor.relations@anz.com or send a letter to:
Investor Relations, ANZ
100 Queen Street, Melbourne 3000 Australia