Media Release

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ANZ Private Bank launches financial advisory service in Hong Kong

ANZ has launched a full financial advisory service as part of its Private Bank in Hong Kong, assisting expatriates and Asian investors with their strategic investment decisions.

ANZ is the first Australian bank to provide this service for clients in Hong Kong. The service, led by Director of Financial Advisory North Asia, Ms Brooke Patterson, provides total wealth solutions tailor-made for clients in Hong Kong.

ANZ Head of Private Bank North Asia, Mr Craig Burgess said: “Our Private Bankers and Financial Advisors assist in solutions covering asset allocation, risk, estate and tax planning as well as our multi-currency loans and deposits.

“We are committed to helping clients manage and grow their wealth. ANZ Private Bank has the expertise to deliver sophisticated strategies as well as simple smart solutions to cater to clients’ wide-ranging needs.”

An innovative product offered by the new advisory business is the ANZ Private Portfolio Service, an integrated transaction recording, account keeping and valuation reporting platform that consolidates clients’ diversified investments in an offshore nominee account.

This enables clients to build and manage a sophisticated investment portfolio with the active guidance of the advisory and investment team. Clients see a consolidated view of all assets online in multiple currencies, making it easy to monitor their portfolio anywhere in the world at any time. They can receive reports in English, traditional Chinese or simplified Chinese.

Mr Burgess said ANZ provided convenience and simplicity to clients with unique banking and wealth management needs.

“The new personalised advisory service positions ANZ as a trusted advisor and a leading bank that always puts clients first,” Mr Burgess said. “The specialised advisory service underpins the strategic importance of Hong Kong as ANZ’s hub in North East Asia.”

ANZ’s Hong Kong office has significantly expanded as part of ANZ’s Asian growth strategy. ANZ is one of the world's leading banks and one of the largest international banks in the Asia Pacific region. It is among the 50 largest banks in the world by market capitalisation with assets of US$430 billion as at 31 March 2008. ANZ continues to have a strong capital position with a long-term credit rating of AA (Standard and Poors) and Aa1 (Moody's).

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