



# Media Release

Corporate Communications  
100 Queen Street  
Melbourne Vic 3000  
[www.anz.com](http://www.anz.com)

For Release: 23 March 2009

## **ANZ launches its new global brand in Indonesia - expands its branch network in Jakarta -**

ANZ today officially launched its new global brand in Indonesia and further expanded its network with the opening of two new branches in Indonesia's capital city, Jakarta.

Indonesia, one of ANZ's highest priority markets in Asia, was chosen as the first market to officially launch the new brand to the world. The global launch marks a significant milestone in the ANZ's history and reflects ANZ's focus on growth in the Asia Pacific region.

Speaking at the launch, ANZ Chief Executive Officer Asia Pacific, Mr Alex Thursby, said: "The new brand symbolises ANZ's strategic transformation to become a super regional bank with a strong focus in Asia Pacific.

"We continue to be confident about the prospects of Indonesia and its growth potential, which is reflected in our plan to invest in adding a further 13 branches for our customers in Indonesia this year."

Today's launch in Jakarta was attended by representatives of the Indonesian and Australian Governments, ANZ Global Segment Lead for Retail Mr Brian Hartzler, clients and local staff.

ANZ CEO Indonesia, Mr Joseph Abraham, said: "The global launch of the new brand in Indonesia reflects Indonesia's important role in ANZ's super regional strategy. Our two new ANZ branches along with our head office, ANZ Tower, proudly display ANZ's new look to the world.

"These branches bring the total number of ANZ branches in Indonesia to seven, reflecting ANZ's ongoing commitment to serving the growing banking needs of individual and business customers. We plan to add more new branches in the next few years, subject to regulatory approval."

The cornerstones of ANZ's new 'look and feel' are a modernised and simplified wordmark (ANZ) and a symbol – the Lotus. The Lotus is a symbol of unity and growth which is relevant to our customers across the region regardless of differences in language and culture. The three petals signify Australia, New Zealand and Asia Pacific and the central shape represents the Bank's customers and people – who are the driving force behind ANZ's business.

The new Kelapa Gading and Pondok Indah outlets in the capital Jakarta are full-service retail branches. ANZ Panin offerings include financial services (variety of personal savings and deposit account), ATMs, credit cards, corporate financial services (loan and working capital services), trade finance (export and import) and markets (foreign exchange, loan and deposit).

ANZ is one of only 11 banks in the world with a AA rating and one of the Top 20 banks in the world by market capitalisation. Operating in Indonesia since 1973, ANZ is the majority owner of PT ANZ Panin Bank based in Jakarta. ANZ Banking Group has a AA credit rating (Standard and Poor's) and PT ANZ Panin Bank is rated AA+(idn) by Fitch.

For media enquiries contact:

May Meere, Regional Communications Manager, South & South East Asia

Tel: +65 6216 1884

Email: [May.Meere@anz.com](mailto:May.Meere@anz.com)