



Media Release

For Release: 17 November 2009

ANZ opens new Beijing branch office

ANZ today announced the relocation of its Beijing branch to new premises in China Central Place (CCP) in Chaoyang District, giving Beijing customers the first opportunity to experience ANZ's new affluent retail branch.

At the official opening ceremony, ANZ Chief Executive Officer Asia Pacific, Europe and America Alex Thursby said: "I am delighted to open today a fresh new branch environment for our customers in Beijing, which is the political, cultural and economic heart of China.

"ANZ has had an office in Beijing for more than 20 years and our investment in such a high-quality environment for customers in Beijing is a further demonstration of our commitment to China.

"We will continue to invest in Beijing as a pillar of our organic growth strategy in China, by opening a sub-branch next year to provide an additional convenient location for our customers," Mr Thursby said.

ANZ's new branch office in Beijing is located on the 32/F floor of CCP and occupies more than 2,000 square metres of space, with capacity to accommodate more than 100 staff.

The new retail branch, located on the G/F and 1/F of the CCP shopping mall, is a prototype of ANZ's new affluent retail brand which will soon be launched across Asia.

Mr Thursby said the new branch environment was part of fulfilling ANZ's brand promise to customers.

"ANZ aims to offer our customers an 'uncomplicated' and 'people-shaped' banking experience by providing simple and reliable products and providing outstanding customer service," Mr Thursby said. "We want to take the time to understand our customers' needs, be sincere and focus on finding the right solutions in all customer interactions."

ANZ's new look consists of a modernized, simplified ANZ word-mark and a new symbol to give customers, staff and the community throughout the region a way to recognise and connect with ANZ including countries where non-English characters are used. The central human shape represents ANZ's customers and people and the three shapes signify ANZ's three key geographies as part of its super regional strategy - Australia, New Zealand and Asia Pacific.

ANZ has three branches in Shanghai, Beijing and Guangzhou, a rural bank in Liangping county, Chongqing, as well as strategic partnerships in two of China's key growth regions – a 19.9 per cent stake in the Shanghai Rural Commercial Bank and a 20 per cent stake in the Bank of Tianjin.

For media enquiries contact:

Fiona Gibb

Regional Communications Manager, North East Asia

Tel: +852 3929 5403 or +852 6390 0641

Email: fiona.gibb@anz.com