

Media Release



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ANZ launches chip-based rewards program

ANZ today announced the launch of the ANZ First *Sphere* rewards program - Australia's first integrated chip-based credit card rewards program.

Sphere offers participating ANZ First Visa card customers the benefits of a new points-based rewards program with Instant Rewards at chip-enabled retailers.

The launch of Sphere follows ANZ's introduction of chip card technology to Australia in November 2001. In the past nine months, ANZ has issued over 350,000 ANZ-branded credit cards with chip technology and replaced almost 30,000 retailer card terminals with chip-enabled MultiPOS terminals, providing Australia's first working infrastructure for chip technology.

ANZ Managing Director for Credit Cards Australia Mr Kamran Siddiqi said: "Sphere is the next generation of credit card reward programs. Chip technology allows us to offer customers more immediate and attainable rewards than any other program in Australia."

"Many customers believe that earning rewards through existing programs is too slow and the choice of rewards is largely focussed on frequent flyer benefits. Sphere is unique, providing customers with attainable rewards and more choice," he said.

Features of the Sphere reward program include:

- Sphere is the only credit card reward program that offers Instant Rewards including in-store discounts, gift vouchers and exclusive offers.
- Sphere members have a wide choice of rewards including products and vouchers from major retailers, supermarkets and petrol stations when they want to redeem points.
- Program is optional for ANZ First customers – annual rewards membership fee of \$33.
- In an industry first, the program provides customers with a guarantee to be able to return products if they are not happy.
- Sphere is not linked to any airline frequent flyer program. Harvey World Travel vouchers allow members to choose flights with any airline, car hires, and accommodation.
- Sphere customers receive a rewards summary with their monthly ANZ First statement.
- Customers earn points for every dollar spent in Australia and overseas and can reach their rewards faster by shopping at Sphere Bonus Partners. Sphere points never expire.

"Sphere adds a whole new dimension to ANZ's portfolio of credit card reward programs, which also includes the Qantas ANZ Card, Australia's most popular frequent flyer-based reward program," Mr Siddiqi said.

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ANZ First also offers a secure online shopping guarantee using Verified by Visa, a new authentication technology protocol that is designed to increase security of online transactions by confirming the identity of both the buyer and seller. Cardholders can also choose to shop online via a chip card reader connected to their PC.

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Details on ANZ First *Sphere*

Sphere is a different reward program. From the moment customers enrol they can enjoy Sphere Instant Rewards worth hundreds of dollars.

- There's no waiting or qualifying period.
- Sphere Instant Reward Partners offer in-store discounts, gift vouchers and exclusive offers.
- Unlike any other reward program, additional cardholders receive Sphere Instant Rewards.

Sphere offers one Sphere point per Australian dollar on all purchases in Australia and overseas.

- Earn points faster with Sphere Bonus Partners.
- Sphere points never expire, so customers can build points up to get the rewards they want.
- Additional cardholders can also earn and redeem points.
- Sphere points summary provided monthly on ANZ First statements.
- Earn up to 50,000 Sphere points annually.

Joining *Sphere*

To enrol existing ANZ First card customers call 13 22 73 or log on to anz.com. New customers can complete an application form for ANZ First and Sphere or call 13 33 33.

Sphere members will receive two Village movie tickets valued at \$28 and access Instant Rewards worth hundreds of dollars when they join. The annual rewards membership fee is \$33.

***Sphere* Instant Reward Partners**

Participating ANZ First cardholders (and additional cardholders) will receive in-store discounts and exclusive offers with their purchase when they use their card at selected *Sphere* Instant Reward Partners. In-store discounts and exclusive offers available for launch include:

- Prouds The Jewellers - \$50 discount when customers spend \$200 or more.
- Liz Davenport - \$50 gift voucher when spend \$300 or more.
- Surf Dive 'n' Ski - \$20 gift voucher with a purchase over \$150, plus membership to Team Surf Dive 'N Ski valued at \$50.
- Harvey World Travel – book a five-night holiday at Cairns Beach Resort before 31 August 2002 (for travel before 30 September 2002) and get the sixth night free, plus a \$50 dinner voucher; and, pay for an international package worth at least \$3,500 and get 3,500 additional bonus points.

***Sphere* Bonus Partners**

ANZ First cardholders can double and triple *Sphere* points for every dollar spent. Bonus Partners include Surf Dive 'N Ski, All Seasons Hotels, Harvey World Travel, Mercure Hotels, Novotel Hotels, Prouds The Jewellers, Retravisio, Sofitel Hotels and Resorts, wishlist.com.au, ANZ Insurance, ANZ Personal loans. The list of bonus partners will continue to grow.

Redeeming points for rewards

Cardholders can redeem points for rewards across a wide range of categories including products and vouchers from major retailers, department stores and entertainment outlets. Points can also be redeemed for Harvey World Travel vouchers that can be used towards flights, accommodation and car hire.