



Media Release

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For Release: 28 March 2008

New face for ANZ website

ANZ today unveiled a new look Australian website with improved design and navigation as part of a stronger focus on the online needs of customers.

ANZ Group Managing Director Personal Division, Mr Brian Hartzler said the changes to www.anz.com were the first in a series of ongoing online enhancements aimed at improving the customer experience and building on the bank's "More Convenient Banking" strategy.

"Internet banking continues to grow in popularity. ANZ now has close to two million active Internet Banking users in Australia and New Zealand and this has been growing at a rate of more than 20 per cent annually over the past few years," Mr Hartzler said.

"Our own research into the online banking needs of customers found the majority of visitors to our site were personal customers, with more than 94 per cent accessing Internet Banking."

As a result of this customer feedback, from tonight, the ANZ homepage will default to a new personal banking page while continuing to provide clear and easy access to the business and corporate customer pages. Customers will also have the option to change their default homepage to reflect their own personal banking needs.

Mr Hartzler said the initial changes to ANZ's homepage were about improving the design, structure and navigation of the most visited and frequently searched pages, which will bring the site into line with the Internet's leading websites.

"The focus is firmly on the customer. The new site has been set up around the needs of our customers, rather than reflecting the structure of ANZ, which is how bank sites have traditional been designed. It now offers a more solution-based approach to online banking, which is what our customers have told us they want.

"With increased competition from Asian and other international banks, it is essential that we continue to make strategic investments in technology that help improve our customer experience and extend our point of difference," Mr Hartzler said.

Mr Hartzler said while the first phase of its online strategy focused on ANZ's Australian website, improvements would be made to its international websites in coming months as ANZ worked towards becoming a super regional bank.

ANZ continues to provide 24 hour/7 day Internet Banking support for customers and has also announced a new Online Internet Banking Guarantee that means customers who have lost money as a result of fraud will be reimbursed by the bank within five days.

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