

1 April 2015

Say hello to Auswide Bank!

- **Australia's newest bank provides more choice and an alternative to the 'Big 4'**

Wide Bay Australia Ltd, Queensland's largest building society, is Australia's newest bank.

Auswide Bank Ltd became official today following shareholder and regulator approval earlier this year.

The new bank was founded in Bundaberg in 1966 as Burnett Permanent Building Society which subsequently amalgamated with other local building societies from Mackay, Gladstone, Maryborough, Gympie and the northern Sunshine Coast.

Martin Barrett, Managing Director said Auswide Bank will continue to provide Australians including regional Queenslanders with a local banking solution and an alternative to the 'big banks'.

“We're taking on the 'big banks' and setting out to redefine what 'real banking' means. By opening an account with us or applying for a loan, our customers will be helping to re-establish a balance in Australian banking which is currently dominated by the 'Big 4' and their subsidiaries. Even though we are smaller, we believe that small things count and we can make a big difference! “

Mr Barrett reassured customers about the change.

“Our roots are in regional Queensland and we are committed to keeping our head office operations in Bundaberg and providing our customers with access to a conveniently located branch network in our core regions of Queensland.

“However, while our day-to-day operations won't change, becoming a bank will open up opportunities for growth and recognition in a competitive market.”

Small things. Big difference.

“Auswide Bank links back to our existing name which will help ensure that the goodwill and recognition associated with our current name is maintained. However, we already have many customers living across Australia and our new name also aligns with our strategy expanding our presence and acceptance Australia-wide, via third party relationships such as mortgage brokers and through online and digital channels.

Mr Barrett said the new name and brand identity was selected following an extensive development and consultation process involving customers, staff, community groups, business leaders and students from the Bundaberg campus of CQ University.

For more information about Auswide Bank, please visit www.auswidebank.com.au or an Auswide Bank branch.



Martin Barrett BA(ECON) MBA
Managing Director

About Auswide Bank Ltd

Auswide Bank is helping Australians achieve home ownership, create wealth, access banking & financial services that make their life easier and help them to protect their assets and loved ones from financial loss or hardship.

We provide an extensive range of personal and business banking products and services issued directly or in partnership with leading service providers via branches, strategic relationships and online & digital channels.

Auswide Bank has an Australian Credit Licence and an Australian Financial Services Licence issued by ASIC and is an Authorised Deposit-taking Institution prudentially supervised by the Australian Prudential Regulation Authority.

Even though we are a smaller bank, we believe that small things that make us different and can make a big difference for our customers and communities.

Small things. Big difference.

E cryder@auswidebank.com.au

ALL MEDIA ENQUIRIES TO:

Carly Ryder

P (07) 4150 4008