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## ANZ Plus reaches 1 million customers, boosting financial wellbeing

ANZ announced today that ANZ Plus has reached one million customers and nearly \$20 billion in deposits, with around 1-in-2 customers being new to ANZ.

ANZ Plus, a new digital banking platform and proposition built on modern systems and processes centred on supporting customers' financial wellbeing, is one of the fastest growing digital banking services in Australia.

Launched in 2022, 55% of customers consider it their main bank and nearly half of those are using at least one financial wellbeing feature like Round-Ups, card controls or setting a savings goal.

99% of customers have either kept the default Scam Safe protections activated on sign-up or enhanced them later. Scam Safe is a suite of features designed to safeguard customers against fraud and scam attempts – backed by ANZ's powerful security and ANZ Falcon® anti-fraud monitoring technology.

Maile Carnegie, Group Executive Australia Retail said: "ANZ Plus empowers customers to more effectively manage their finances with advanced tools for spending mindfully, saving consistently, and improving their overall financial wellbeing.

"Reaching one million customers is a significant milestone and demonstrates the success of the foundations we have built as we deliver the future of digital banking. It reflects the growing customer trust in our innovative services as we continue to build ANZ Plus to be the best place for customers to make the most of their money.

"The ANZ Plus platform will enable us to deliver better experiences, innovations and financial wellbeing for our customers now, and well into the future," Ms Carnegie said.

As one of ANZ's two core platforms, alongside Transactive Global for institutional and large corporate customers, ANZ Plus is a critical pillar in the bank's future strategy.

In the last year, ANZ Plus has launched features including:

- My Accounts – an industry leading ANZ Plus app feature giving customers a more secure, real-time consolidated view of their bank accounts at ANZ and ANZ Plus as well as all other eligible Australian financial institutions.
- ANZ Plus Add-Ons – a feature enabling customers to customise their banking experience with a growing number of ANZ's smart money management tools (like Money In & Out and Money Map) as well as integrated experiences from third-party partners (like Qantas Frequent Flyer and Cashrewards).
- Additional [ANZ Plus Home Loan features](#) – including an offset feature allowing customers to use their eligible ANZ Plus everyday account balances to reduce the interest on their ANZ Plus Home Loan. ANZ Plus home loan customers can also apply to access home equity for home improvement, a vehicle purchase or other lifestyle expenses.

For more information visit: <https://www.anz.com.au/plus/>

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