



Media Release

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ANZ blends digital geek with the wealth specialist to deliver a new customer experience

ANZ today unveiled its new Grow Centre in Sydney, a place that brings together digital solutions and personal service to help people connect, protect and grow their wealth.

Joyce Phillips, ANZ CEO Global Wealth said: "*Grow by ANZ* is a new platform for ANZ to deliver innovative wealth solutions across the physical, digital and advice space to help customers grow their knowledge, their confidence and their wealth.

"In addition to the physical Grow Centre, we'll soon be launching a new digital app that brings banking and wealth together in one convenient place. We are also working with IBM to explore how we can use Watson to transform financial advice making it easier and more accessible for customers.

"We know that when it comes to financial relationships, more people are using mobile devices to connect with information and for simple transactions. But we also know that for more complex matters like managing their wealth, people still want to connect in person. Customer insights tell us that when customers are looking to connect they want to engage in fresh open environments, with access to digital tools and specialist personal service.

"That's why we've worked with leading designers to create a world-class, modern environment that brings this all together. This Centre is about blending the digital geek and the wealth specialist, so we can better engage with our customers from the device to advice.

"In the Grow Centre, our wealth specialists will help customers download apps to their smart phone or tablet, show them how to manage their wealth online and answer questions about super, investments or insurance. They'll also be hosting free daily seminars on everything from the basics of managing your super to investment and economic insights.

"The opening of our first Grow Centre, located at 242 Pitt Street Sydney is the first chapter for *Grow by ANZ*. With upcoming launch of our digital app and plans to open centres in Melbourne, Auckland and Singapore over the next year, this is the start of building a new experience in wealth," Ms Phillips said.

To learn more about *Grow by ANZ* visit <http://www.wealth.anz.com/grow>

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