

News Release

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ANZ rebrands online trading platform E*TRADE Australia as ANZ Share Investing

ANZ today announced it is rebranding its online share trading platform E*TRADE Australia to become ANZ Share Investing.

ANZ Managing Director Pensions and Investments, Peter Mullin, said: "This is an important change for us as it brings our online share trading platform into the ANZ fold.

"ANZ has a strong brand that is widely recognised and trusted among our customers, so it makes sense to move this platform under that banner.

"While this is an important change, customers will continue to access the same trading tools, investment options and services they did under the E*TRADE Australia brand."

E*TRADE was launched in Australia in 1998 and was the first Australian online broker to introduce fully automated straight-through processing, which meant customers' orders were among the first to market. E*TRADE became a wholly owned subsidiary of ANZ in June 2007.

For media enquiries contact:

Nick Higginbottom, +61 403 936262