

06 March 2014

Business Banking in focus at Wide Bay Australia with new executive appointed

Wide Bay Australia has appointed Mr Mark Rasmussen as General Manager of Business Banking and Operations. Mr Rasmussen's appointment will drive operations in the business banking area as Wide Bay focuses on delivery for businesses.

The commencement of Wide Bay Australia's business banking offer was a key action point from Wide Bay Australia's strategic plan designed to target Small Medium Enterprises (SMEs) and Managing Director, Martin Barrett, welcomes Mark to the executive team to deliver on this action.

"Mark's position in the Wide Bay executive team is critical in establishing this business unit to drive growth and continue the excellent delivery of business banking services.

"Under Mark's leadership, Wide Bay will continue to maximise its relationships with customers and stand as a strong alternative to the Big 4 banks, particularly with SMEs, a group that has traditionally been unattended by the majors.

"Wide Bay Australia business bankers take the extra steps to get to know their customers and offer them innovative and market leading products regardless of the size of the business.

"Mark will lead this highly personalised service offering to achieve best results for our customers and we welcome his leadership in this area.

"It is Wide Bay Australia's goal to become a leader in retail banking across five key demographic markets, to increase customer satisfaction, deepen relationships, improve customer growth, and to improve returns to shareholders.

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**OUR
VISION**

to be
the leader in
retail banking
in our
COMMUNITIES

we
achieve
this
through

our
exceptional
PEOPLE
providing an
exception
CUSTOMER
experience

**WE WILL
ALWAYS EXCEED
EXPECTATIONS!**

“We will achieve this under Mark’s leadership by focusing on results for customers, not number of customers under management.

Mark has 25 years of experience and is now bringing his skills to the Wide Bay team.

Mark will head up a team of five business banking managers across regional Queensland in Rockhampton, Bundaberg and the Fraser Coast, Sunshine Coast, Mackay and Gladstone.

Mark said he was looking forward to working with Wide Bay and being backed by innovative products and tailored services.

“Wide Bay has all the principal business banking products in place, coupled with dedicated regional business banking managers to be a true partner to small to medium businesses.

“I’m looking forward to delivering on the plan set forward for businesses and shareholders.”

About Wide Bay Business Banking:

Business Banking is dominated by the ‘Big 4’ banks, in particular the NAB which has the largest market share in Australia and the WBA catchment area. However, the large banks run segmentation models that seek to minimise the cost and maximise the return in the SME market. This is achieved by Business Banking Managers in this segment often having over 300 customers to manage. Decisions are prescriptive, authority levels of managers minimal, automation is high and contact is rare. The commencement of Wide Bay Australia business banking was a key action point from the strategic plan approved in May 2013, designed to target SMEs and give them the attention they deserve.

Wide Bay Australia Ltd is based in Bundaberg, Queensland. The ASX-listed company employs 260 staff and is recognised for its support of the local community. Information on Wide Bay is available at www.widebayaust.com.au

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