

Date 27th November 2014

Wide Bay Australia re-launches Website

With the launch of our new website, Wide Bay Australia has taken another leap forward in our digital journey.

The refreshed website is designed to meet stakeholder needs and expectations in new and exciting ways.

For customers, the revamped retail website, makes accessing information, engaging with Wide Bay Australia and accessing online functions a lot easier and more convenient. The website also facilitates finding out more about Wide Bay Australia and our products and services for non-customers and the community. This will allow us to reach more people and expand our footprint into new markets.

For shareholders and institutional stakeholders, a new corporate website provides a portal to company information and online share management services.

“This initiative, is about empowering our customers and shareholders through non-traditional methods. More and more people are looking for interactive conversations outside of the traditional branch environment. They want the flexibility to make decisions and do their banking at their own convenience and at any time of the day using a range of digital devices. Our refreshed and revamped website will allow this to happen, but most importantly will provide us another opportunity to build deeper and better relationships” said Martin Barrett, Managing Director.

“Our previous website was a decade old and you can imagine the changes that have happened in technology over that time. The new website is easy to navigate, and is optimised for mobile and tablets. The user friendly structure will highlight the availability of online applications and incorporate social media elements plus Live Chat and Newsfeeds.”

**OUR
VISION**

to be
the leader in
retail banking
in our
COMMUNITIES

we
achieve
this
through

our
exceptional
PEOPLE
providing an
exceptional
CUSTOMER
experience

**WE WILL
ALWAYS EXCEED
EXPECTATIONS!**

“In particular, early in 2015, we’ll be launching additional online application functionality for loans and accounts, upgrades to Internet Banking and a new Smartphone App. Right now, our customers may also notice some changes to the ‘look & feel’ of our existing Internet Banking platform to bring it in line with the new website.”

“Since launching our Beta test website earlier this month and seeking feedback from staff and customers, we’ve been astounded and gratified with the extent of positive comments and reviews the website has received.”

The new site will be switch over completely on the 28th November when the existing site will be shut down at the following address www.widebayaust.com.au

For more information please call Digital Media Specialist Carly Ryder on 07 4150 4008 or email cryder@widebayaust.com.au

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