



Media Release

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OnePath brand to support ANZ New Zealand's growth in wealth management

ANZ today announced that OnePath™ would replace ING as the name and brand for its specialist investment and life insurance businesses in New Zealand and Australia.

ANZ New Zealand CEO Jenny Fagg said: "Following the move to full ownership of the ANZ-ING joint-venture in November 2009, we have more opportunities to grow in the large and rapidly expanding wealth market.

"The new brand represents an exciting step for this business. It recognises that successful wealth businesses need to be positioned and to operate as specialists with capabilities that support the particular needs of customers and advisers. This includes continuing our long-standing commitment to and relationship with independent professional financial advisers."

Today's announcement is the first step in a communications programme for advisers and customers ahead of a public launch of the OnePath brand later this year. Under a transitional services agreement with ING Group, ANZ has the licence to use the ING brand until November 2010.

"OnePath will be New Zealand's largest manager of retail investment funds including KiwiSaver and will hold a leading position in the insurance, wholesale investment and listed property markets," Ms Fagg said.

"The integration of ING NZ is progressing well and we have also resolved the difficult issues associated with two individual ING funds.

"Under ANZ's ownership we are looking forward to OnePath playing an even greater role in New Zealanders' financial success. This includes a commitment from us to deliver more distinctive and integrated propositions to customers," Ms Fagg said.

"The investment we have made in this business and the new name and brand highlights that our commitment to meet the needs of our customers, and help them reach their financial and lifestyle goals through the accumulation, investment and protection of assets, is stronger than ever."

ANZ Group Managing Director Strategy, Marketing and Innovation, Joyce Phillips, said: "OnePath is a contemporary, positive brand which brings alive our promise to customers. The name reflects our role as an organisation helping people to shape and protect the quality of their lives, recognising that there is a different path for each and every one of us.

"OnePath will bring a refreshing approach to delivering investment, superannuation, and insurance. It provides a clear connection to ANZ that communicates the strength and backing of the ANZ Group," Ms Phillips said.

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Notes for Editors

- The two listed property trusts currently managed by ING NZ – ING Property Trust and ING Medical Properties Trust – will not be changing to the OnePath brand but adopting their own independent brands. Details will be announced shortly.
- The OnePath name, visual identity and brand proposition was developed by ANZ with the assistance of FutureBrand, a specialist global brand consultancy and drawing on extensive internal and external research.
- The OnePath brandmark is made up of a warm and approachable wordmark and symbol. The symbol is a stylised depiction of a path. It is designed to give a sense of direction and moving forward which is central to the promise to customers.



An electronic copy of the OnePath brandmark is available to media organisations on request.