

MEDIA RELEASE

25 October 2011

CUA launches vibrant new-look website

CUA, Australia's largest customer-owned financial institution, has today launched its new-look website, providing customers a more user-friendly, intuitive and improved online experience.

According to David Gee, Chief Information Officer, CUA, the visual-led transformation of www.cua.com.au is a significant element of the organisation's transformation program and supports one of its major business priorities to enhance the experience customers have with CUA.

"With more than 1.2 million visits every month to our website we wanted to ensure that customers could find exactly what they're looking for easily. As well as a fresh, modern new look, we've also improved the navigation and incorporated more detail on all our products and services in everyday language," said Mr Gee.

"Improving and extending the digital services we offer our customers continues to be a priority for us to ensure we provide a broad range of options for people to engage with us when and where they choose. Our new website makes CUA even more accessible to customers and ensures our online services are comparable with those of our competitors," he said.

To develop the new-look website, CUA has moved the platform from a previously in-house managed websphere solution to a new open source Content Management System (CMS) that is cloud-hosted in Australia.

Mr Gee said, "The move to this strategic partnering approach is a significant shift for CUA and will ultimately offer more robust technical support for customers. It will also enable us to focus on strategic innovation rather than operational management."

CUA's new-look website highlights:

- Improved navigation, ensuring customers can access the information they want with greater ease and speed
- More detail on all CUA products and services in everyday language
- Easy to view comparison tables that track the latest CUA products, features and offers
- Vibrant, fresh new look
- New CMS, cloud-hosted in Australia, offering more robust technical support

Mr Gee also flagged the next major milestones in CUA's digital transformation journey: "We're currently working on the delivery of more exciting initiatives in the digital space, including the anticipated launch of mobile banking applications early next year. Additionally, although our online banking service, Web Banker, will remain unchanged for now, its



A change for the better

transformation is currently underway and is expected to be delivered over the next two year period.”

-Ends-

About CUA

As Australia’s largest customer-owned financial institution, CUA provides banking services to more than 400,000 Australians across the country and is emerging as a competitive force in Australian banking. CUA is 100 per cent owned by its customers, not shareholders, with profits reinvested back in to the business in the form of more competitive products, better interest rates and lower fees. For more information, please visit: www.cua.com.au.

Media Contact:

Catherine Harris

Email: catherine.harris@cua.com.au

Phone: 0439 746 405