

ING DIRECT tablet users more engaged

Tuesday, 16 September 2014: Research undertaken by ING DIRECT shows that customers who access the bank via a tablet are likely to be more engaged, with higher savings balances and more products than non-tablet users.

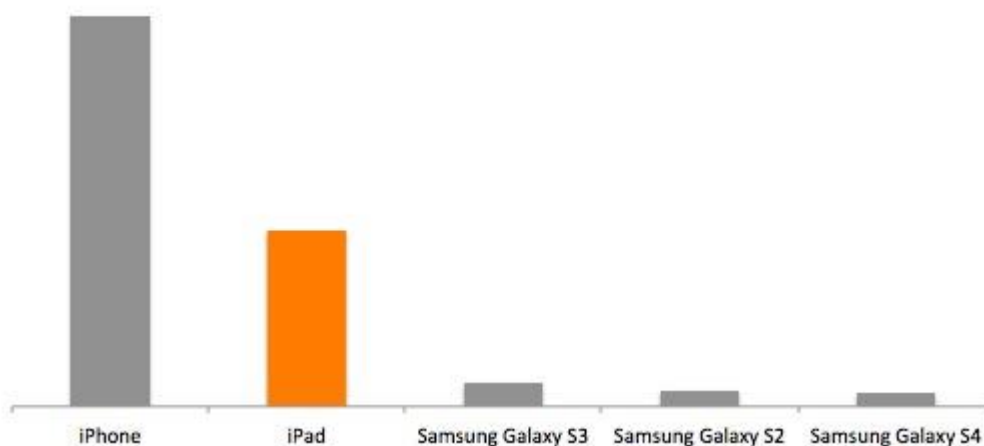
Other findings include:

- Tablet users are 180% more likely to have multiple products
- Tablet customers have almost 80% higher savings balances than mobile customers
- Tablet customers have more than 90% higher payment account balances than mobile customers
- Tablet customers who use a native app log in four times more than customers who use their tablet's browser

ING DIRECT's Executive Director of Customer Distribution, Lisa Claes says the bank's strategy is to provide a full banking service to our customers and tablet customers are more likely to be engaged with a broad range of our products.

ING DIRECT launched in Australia 15 years ago as a direct bank using phone and traditional mail, however within a few years online banking became the preferred channel. Mobile has since overtaken online banking and the iPad is now the most popular device behind the iPhone.

"We never try to second guess the customer, rather our philosophy is to move to where the customer wants to be," says Ms Claes.



"It's important for us as a bank to provide the easiest access possible for the devices that our customers choose to use," Ms Claes says.

"Forty per cent of all Australians now own a tablet and within 4 years 22 million units will have been sold."

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About ING DIRECT

ING DIRECT changed the way Australians bank 15 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation. With over 1.5 million customers – and \$30 billion in savings and \$38 billion in mortgages – ING DIRECT has the highest reputation of any other bank in Australia (RepTrak, Oct 2013), as well as the highest Net Promoter Score (NFSM, December 2013).