

## Media release

### ING customer growth at all time high More Australians than ever now call ING their main bank

**12 October 2017:** Today ING announce record customer growth in the first nine months of the year, including a 50 per cent jump in primary bank customers. Now more than 350,000 customers call ING its main bank.\*

The bank also reported an all-time high of 300,000 new Orange Everyday accounts in the first eight months of the year. This:

- Is more than double the number of new Orange Everyday accounts opened in 2016
- Takes the total number of Orange Everyday account holders to 770,000.

ING Australia's CEO, Uday Sareen says:

"Customers are looking for good value and convenience from their bank and that's exactly what we're continuing to deliver.

"Perhaps more than ever customers want to know their getting a fair deal from their bank. The days of passive customers are coming to an end as people increasingly access their banking digitally and use comparison tools and recommendations to ensure they are getting the best possible deal.

"We've been relentless in implementing new ways to give customers what they want. This year we were one of the first banks to launch Apple Pay in Australia and we launched the Orange One credit card to existing eligible customers. The card comes with easy to use features such as managing big purchase payments over set terms that the customer chooses, rather than in one go.

Earlier this month ING launched Everyday Round Up, a digital savings tool designed to strengthen the bank's primary relationships with customers. Within a week of launch almost 40,000 customers had signed up, collectively saving \$200,000.

With Everyday Round Up, card and phone purchases made through the ING Orange Everyday Account are rounded up to the nearest \$1 or \$5 and the extra amount is automatically shifted into an ING Savings Maximiser account where it earns interest.

Mr Sareen says:

"Everyday Round Up is just another way of how we're committed to reinventing the way Australian's bank by delivering simple, convenient, good value products."

**-ENDS-**

### **Notes to editors**

\*Main bank customers mean customers that have an Orange Everyday account plus another account with ING and have made salary contributions of at least \$1,000 a month into their transactional account for three or more months.

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### **About ING**

ING changed the way Australians bank 18 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought continued value to home loans, transactional banking, superannuation and insurance.

With over 1.8 million customers – and \$38 billion in savings and \$43 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

### **Australia's most recommended bank.**

Source: Nielsen Consumer & Media View Mar '16 – Aug '16 (n=10,597) when compared by customers of 14 other banks operating in Australia.