

Retail Banking Services

UBS 13th Australian Financial Services Conference

Commonwealth Bank



Matt Comyn

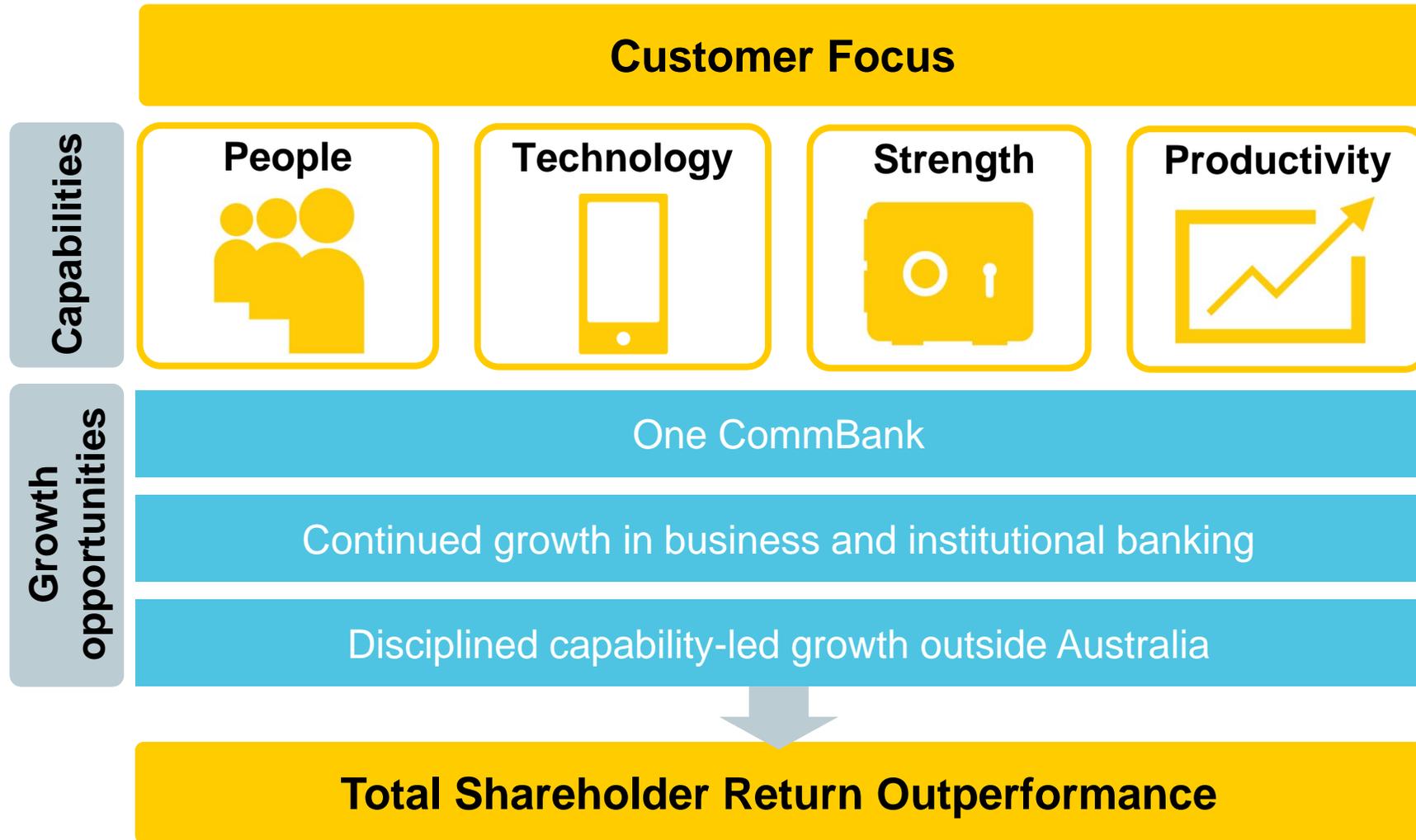
Group Executive, Retail Banking Services



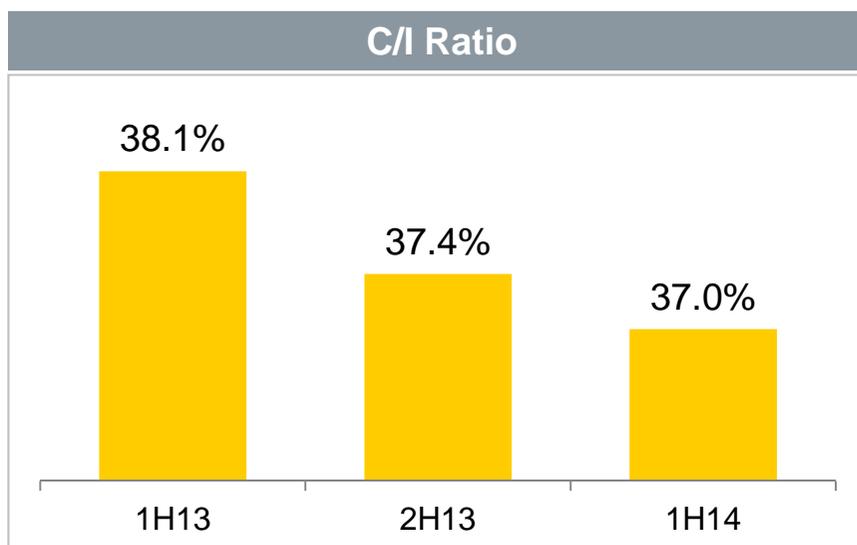
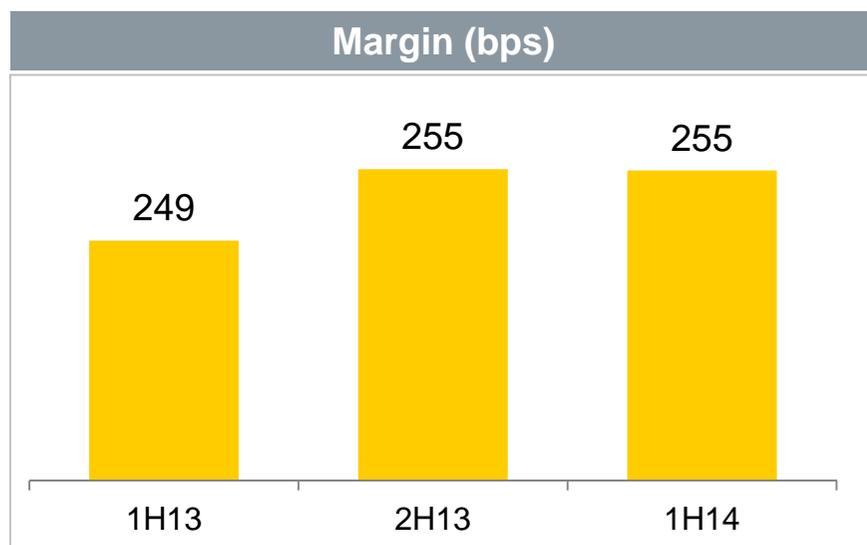
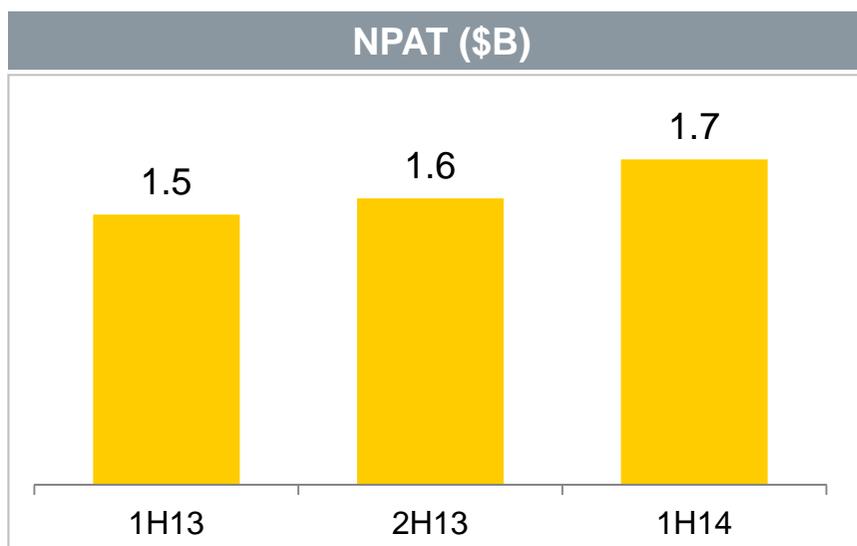
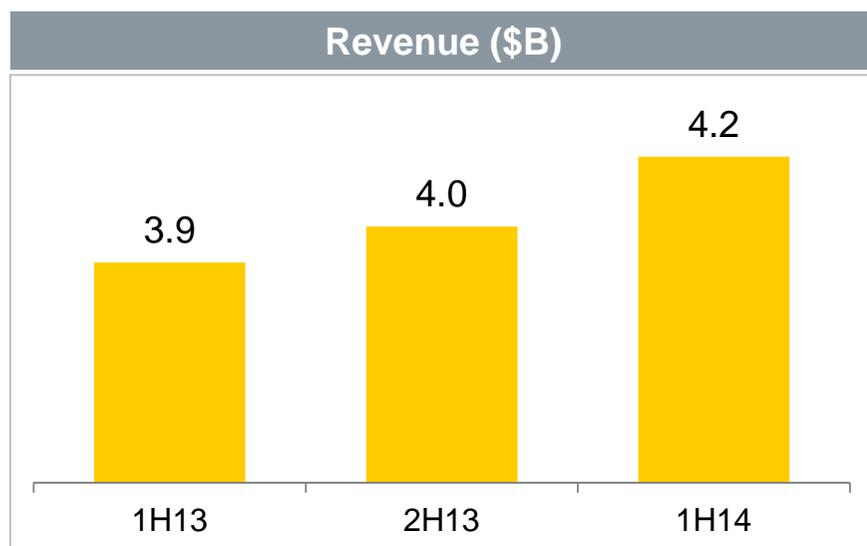
Disclaimer

The material that follows is a presentation of general background information about the Group's activities current at the date of the presentation, 25 June 2014. It is information given in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor.

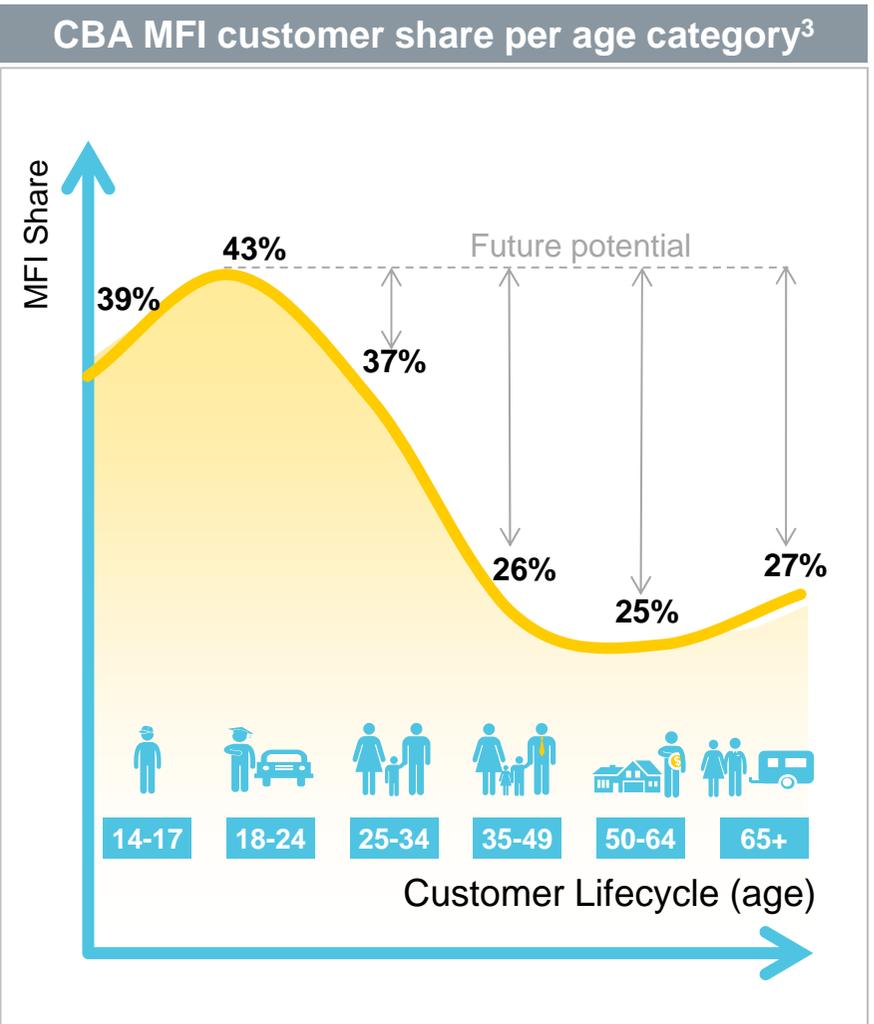
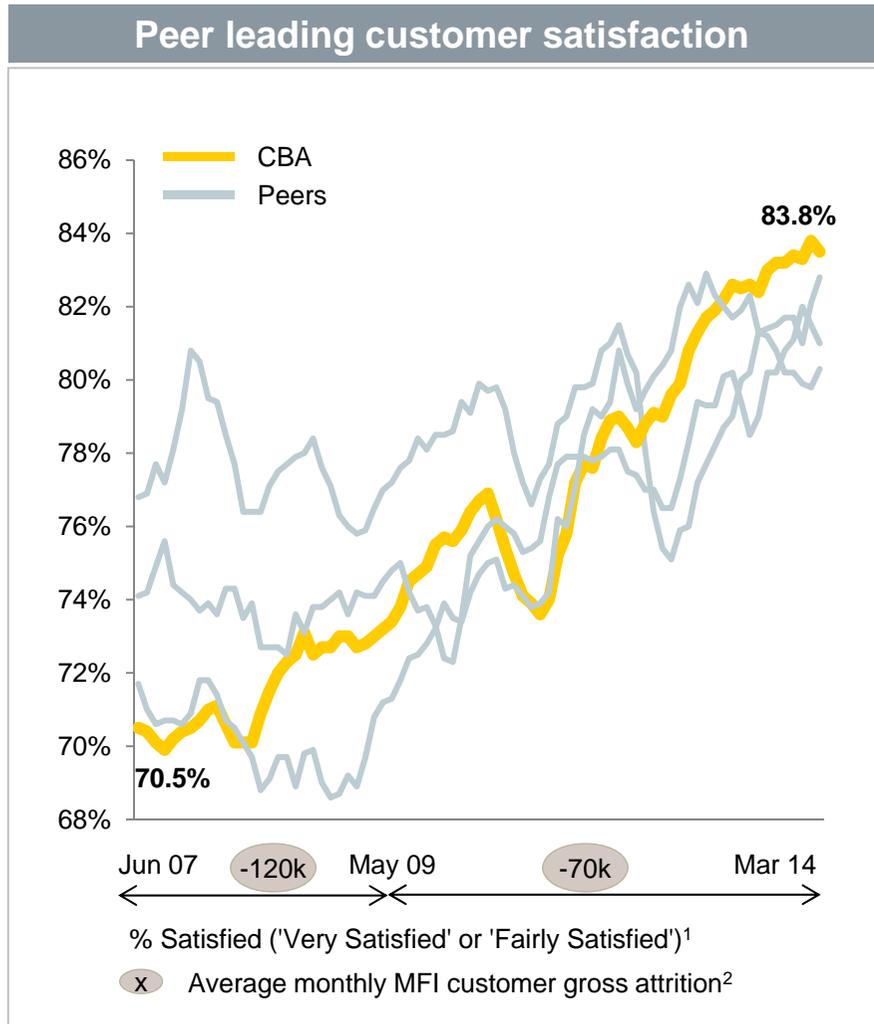
CBA's Group Strategy



Financial overview



Customer satisfaction



1 Roy Morgan Research Retail Main Financial Institution (MFI) Customer Satisfaction. Australian population 14+, % "Very Satisfied" or "Fairly Satisfied" with relationship with that MFI. 6-month rolling average. The ranking refers to CBA's position relative to the other three main Australian banks (Westpac, NAB and ANZ). CBA excludes Bankwest.

2 Roy Morgan Research. Australian Population 14+. 'Average monthly MFI customer gross attrition' is calculated based on a simple average of the monthly CBA Group "In Market" Banking and Finance MFI Customers who switched 12 months ago (excl. Other Banks). 12 month rolling average from June 07 to Apr'09 and May'09 to Mar'14. CBA Group excludes BankWest. Rounded to nearest '000.

3 Roy Morgan Research. Australians 14+, 12 months to Mar'14 data. Banking and Finance Customers who nominated CBA Group as their MFI (excl. Can't Say MFI and Can't Say B&F Institution) by Age Group.

CBA: Leading in digital

Australia's leading technology bank

#1
Online Banking

#1
Social & Facebook

5m
Active Online
Customers

2.5m
Unique app users

#1
Youth Segment

#1
iTunes App

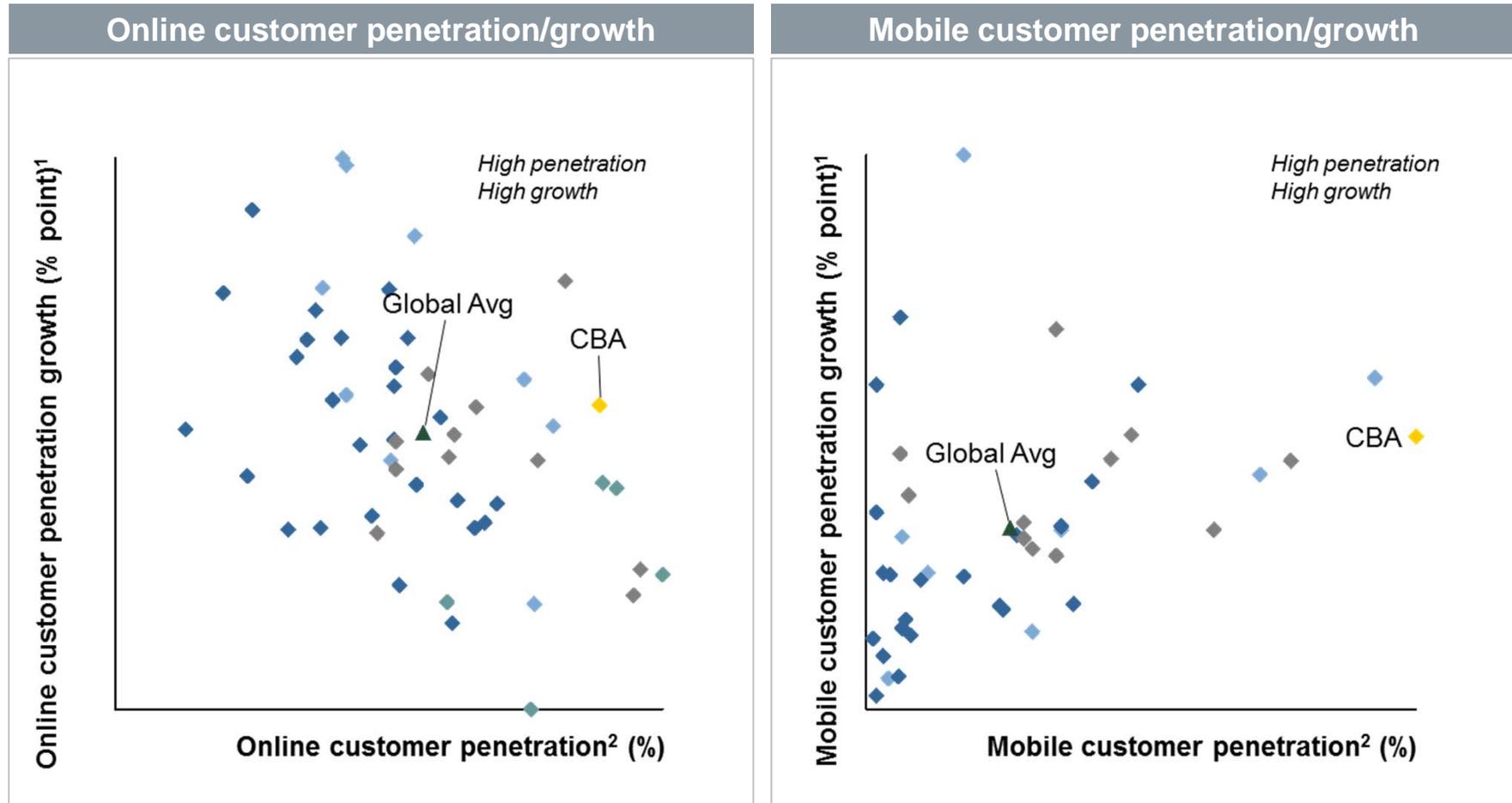
#1
Contactless
acceptance points

#1
Contactless (7m PayPass
enabled cards)

Last week our mobile users...

- Logged on 10.5 million times to the CommBank app
- Registered for the CommBank App 73,700 times
- Spent \$1m using their phones instead of their wallets with PayTags
- Explored new products within the mobile App 22,000 times
- Activated their cards via the CommBank App 11,900 times
- Changed their card PIN via the CommBank App 7,500 times

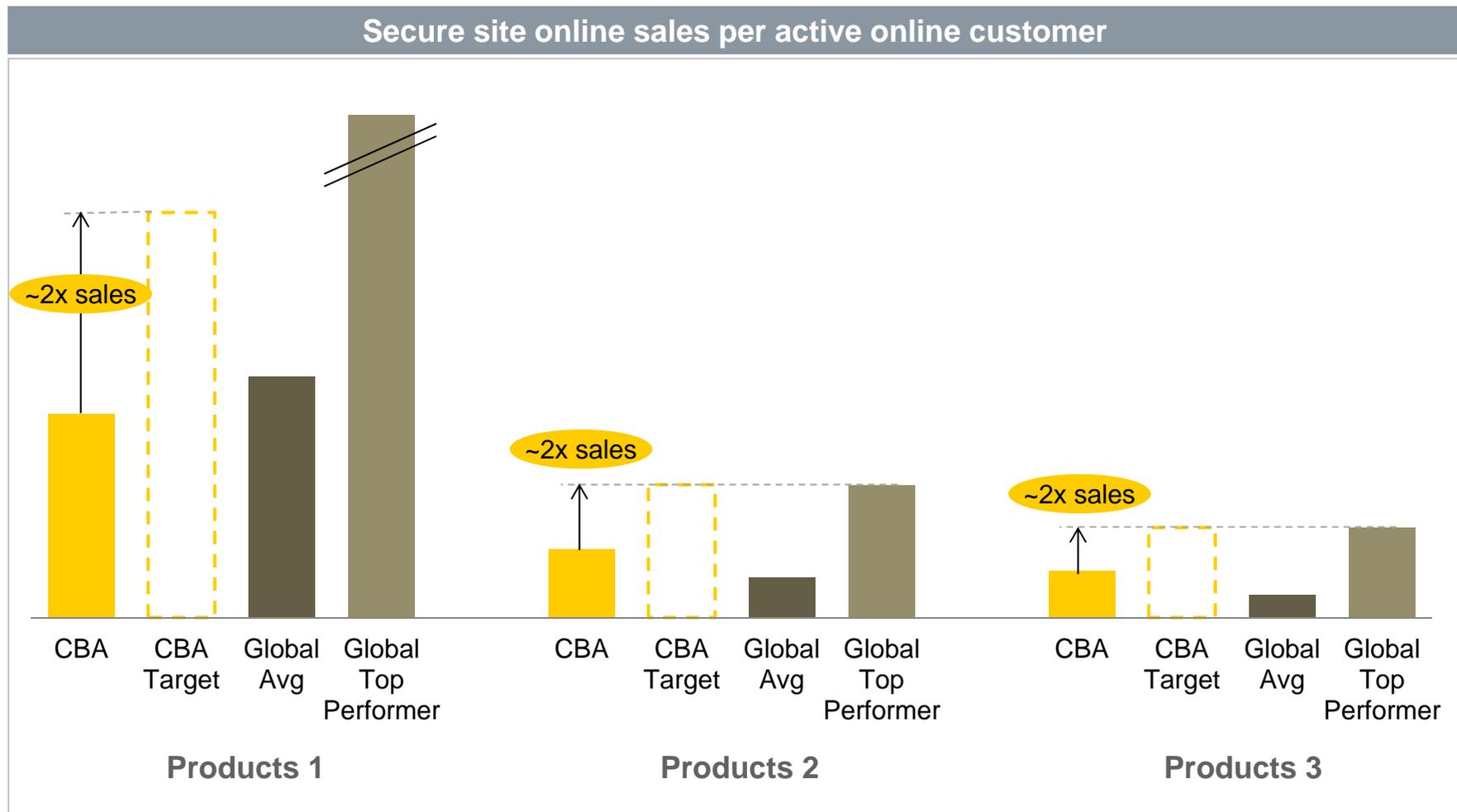
Global leader in customers using digital



◆ APAC Peer ◆ EUR Peer ◆ NAM Peer ◆ Nordic Peer

1. Active online/mobile customer penetration June 2013 – Active online/mobile customer penetration July 2012
 2. Active online/mobile customers July 2012 / total active customers July 2012
 Source: Finalta

Significant room for cross sell growth of existing online customers



Branch of the future

Express branches



Smaller, smarter design with focus on self-service & technology

Customer Video-Conferencing



Rolled out across the network, with over 52,000 calls made to date

Self service deposits & cheques



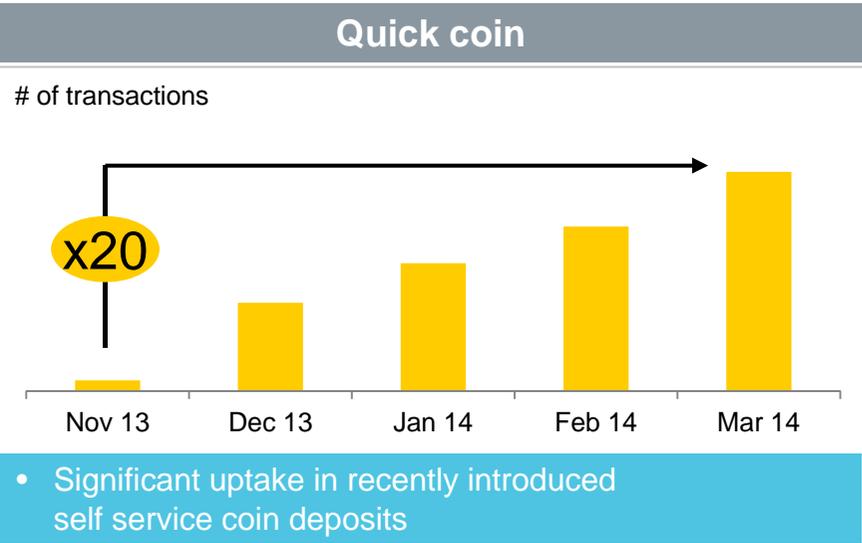
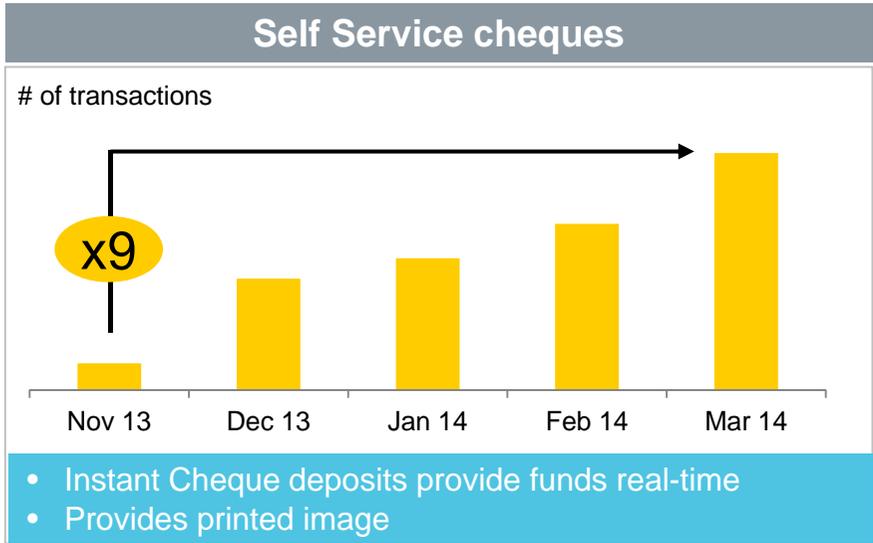
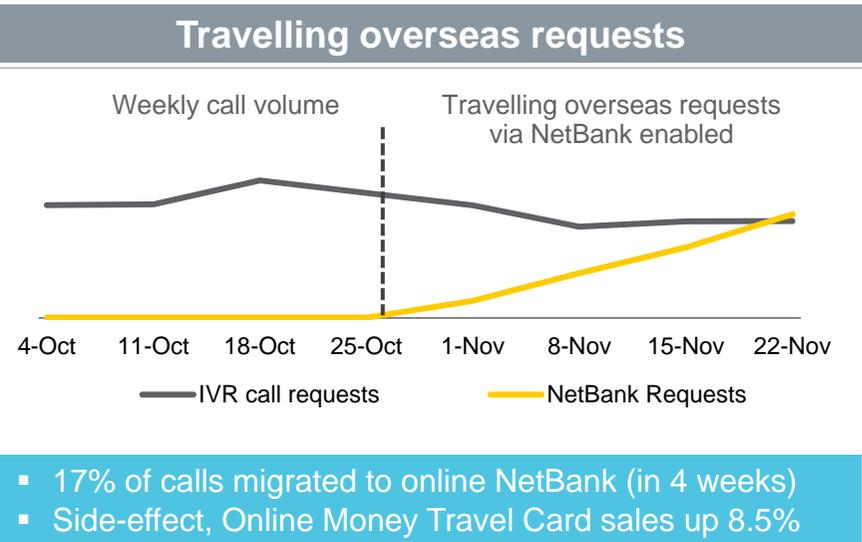
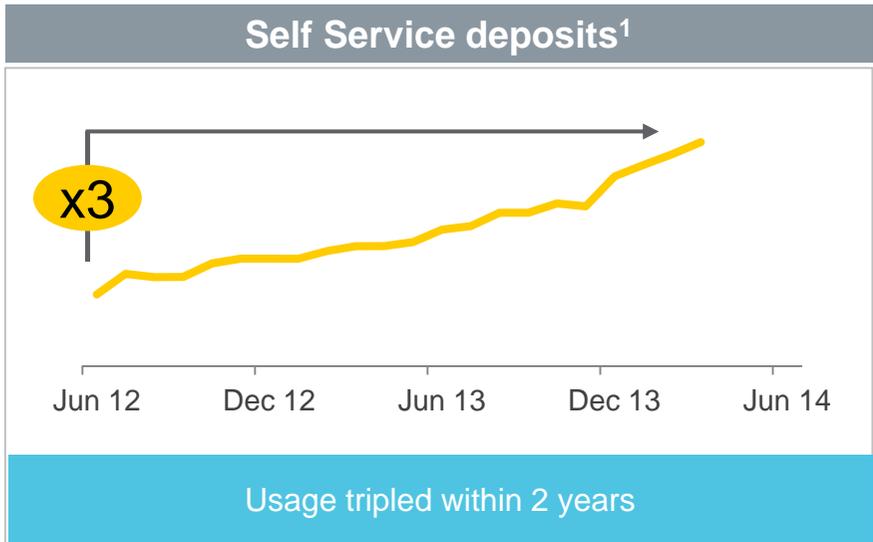
328 IDMs available by end of FY14

Frontline capability



To proactively deliver a seamless, personal and relevant customer experience

Self Service and Digital



1. % of total transactions in branches that have self service deposit machines

Embedding an agile improvement culture

Training



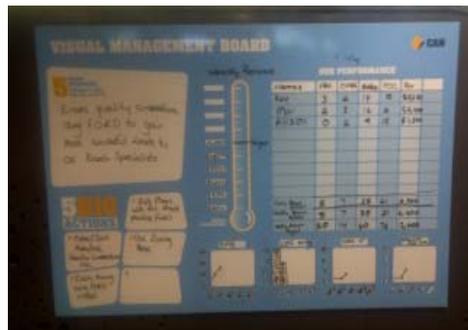
97% of all RBS Staff trained in Productivity Habits and Essentials

Qualifications



Certification of key staff in the application of Lean and Six Sigma

Huddles



Over 1000 Visual Management Boards installed and used at all levels

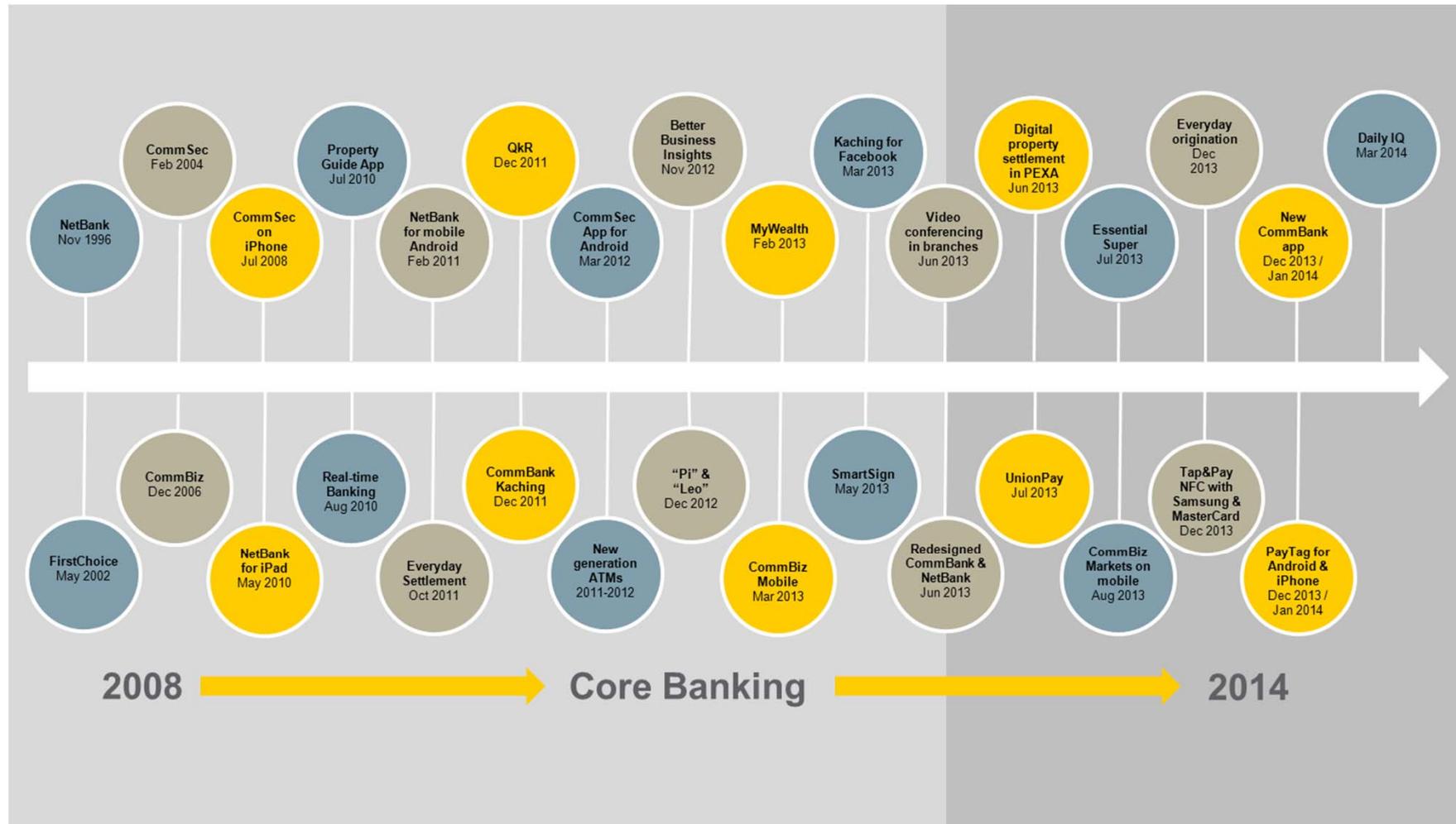
Continuous Improvement



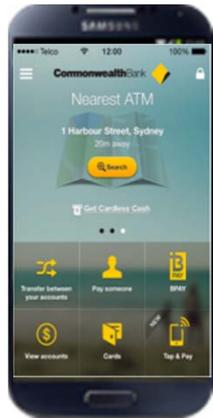
1450 Continuous Improvement ideas generated in FY14



CBA: A history of innovation



Australian leading digital innovation: Cardless Cash taking mobile wallet to the next level



Need cash?

No Card?

No worries

My wallet was stolen

I lost my card

I haven't received my debit card yet

I left my wallet at home

My child needs urgent cash for a taxi home

Withdraw up to \$200 a day without a card

Simple 1, 2, 3 Cash process

- Log-on to CommBank App
- Prepare the ATM transaction
- Collect cash within 30min

Collect cash yourself or arrange for someone else to collect

- >65k Cardless withdrawals YTD equal to ~\$6M (~2,800 daily¹ withdrawals)
- >3,300 CommBank ATMs supported² (~99% of CBA fleet)
- One time 8 digit Cash Code and 4 digit Cash PIN provided for extra security

1. June 19th
2. By end of FY14 once software has been rolled-out to all compatible ATMs



“Lock and limit” allows customers to control their credit card security from CommBank app



Choose to allow or block specific transactions

- In-store international payment
- Online international payment
- ATM cash advances

Set and change transaction limits yourself

- Prevent overspending
- Set daily limits

Change settings real-time in CommBank App

- Log-in and change settings 24/7
- Full control of your card settings



- >22k customer enrolled to date (4.5k weekly¹ enrolments)
- 98% of customers have locked and/or limited specific interactions

Digitalization of small businesses: Getting paid while you're on the go is now easier

Target Customers

'Tradies' 

Service Providers 

Mobile Retailers 

Delivery / Transport 

Simple Offering

Small Business App 

Payment Device (Bluetooth Enabled) 

+

- For \$30 a month on Simple Merchant Plan
- Instant cash or card payments
- Invoicing and reporting
- Order tracking
- Email receipts/ invoices direct to customers
- Available on iPhone and Android devices

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