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Westpac
Australia's First Bank

Financial Services & Wealth Management

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Group Executive

13 August 2001

STRATEGY BRIEFING, August 2001



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The material contained in the following presentation is intended to be general background information on Westpac Banking Corporation and its activities as at 13 August 2001.

The information is supplied in summary form and is therefore not necessarily complete. Also, it is not intended that it be relied upon as advice to investors or potential investors, who should consider seeking independent professional advice depending upon their specific investment objectives, financial situation or particular needs.

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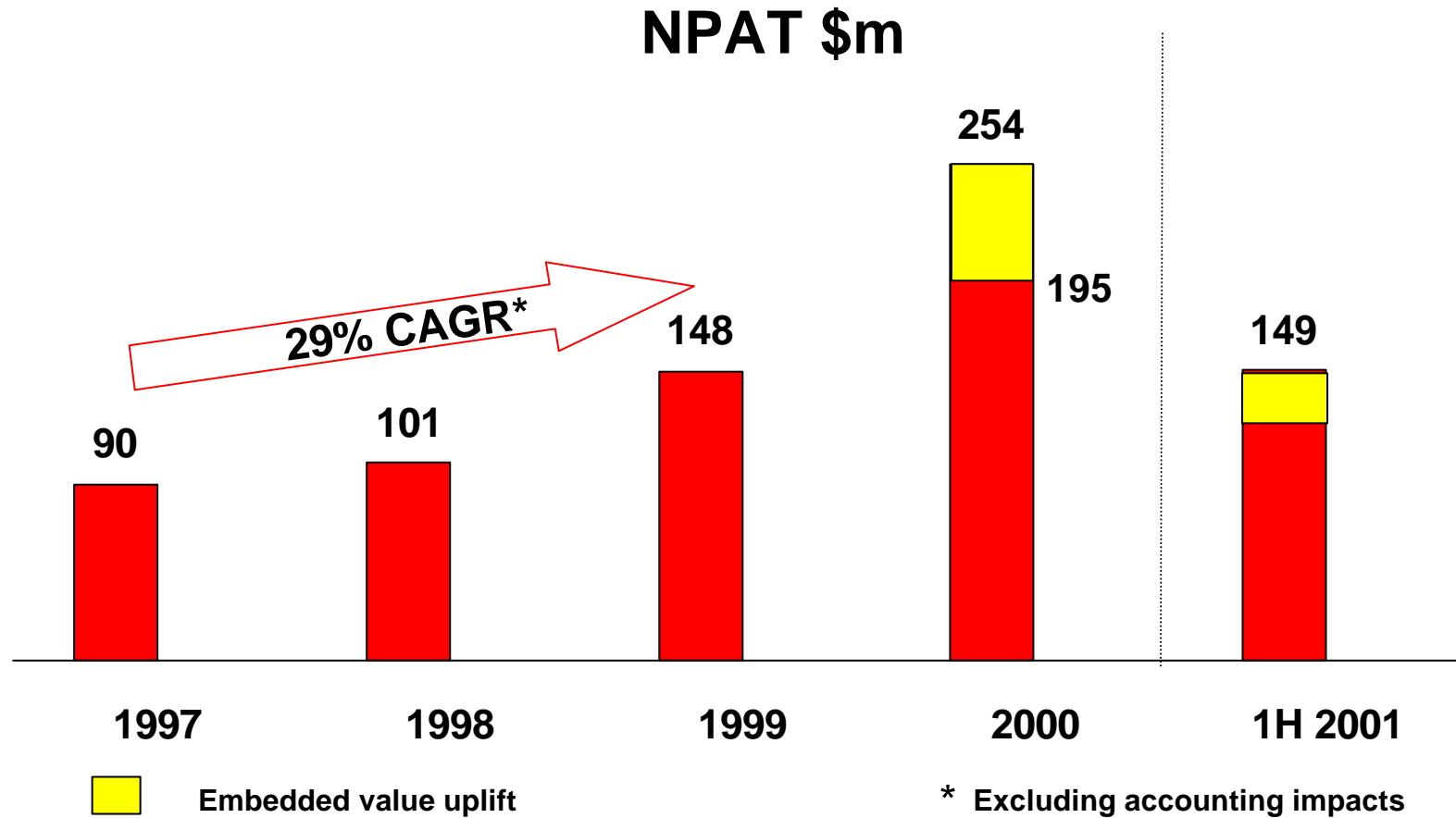
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- **Current Situation**
- Strategy

High return and high growth wealth management business



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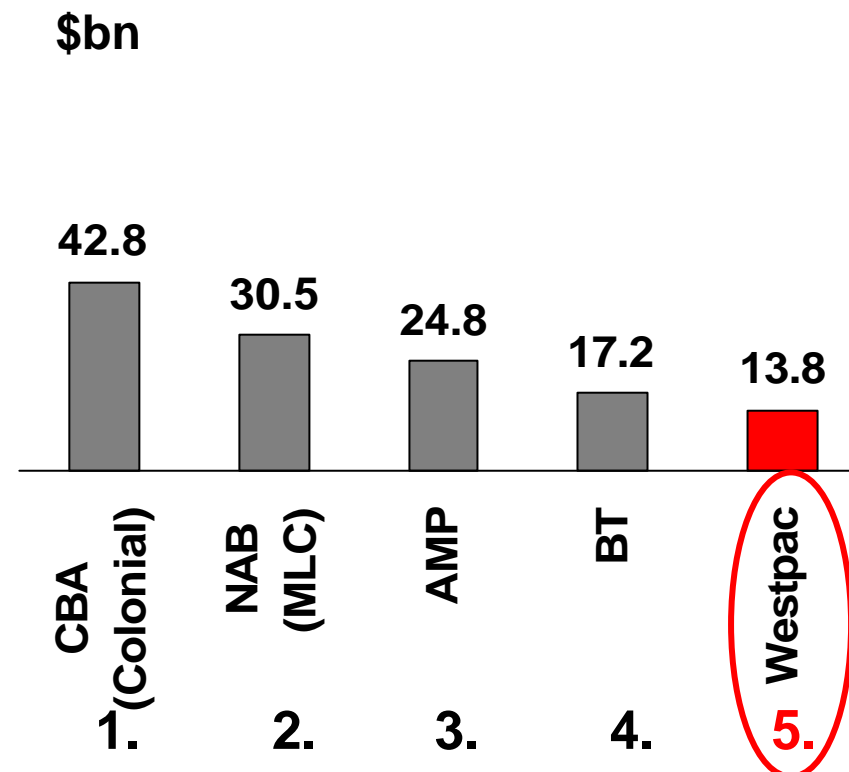
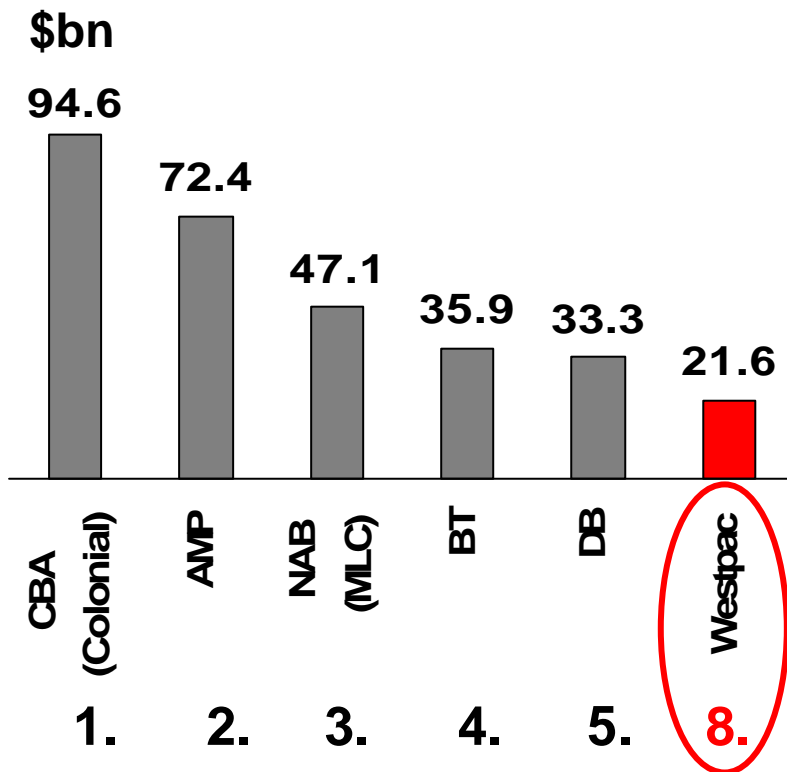
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But not top tier in FUM



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Total Funds Under Management **Retail Funds Under Management**

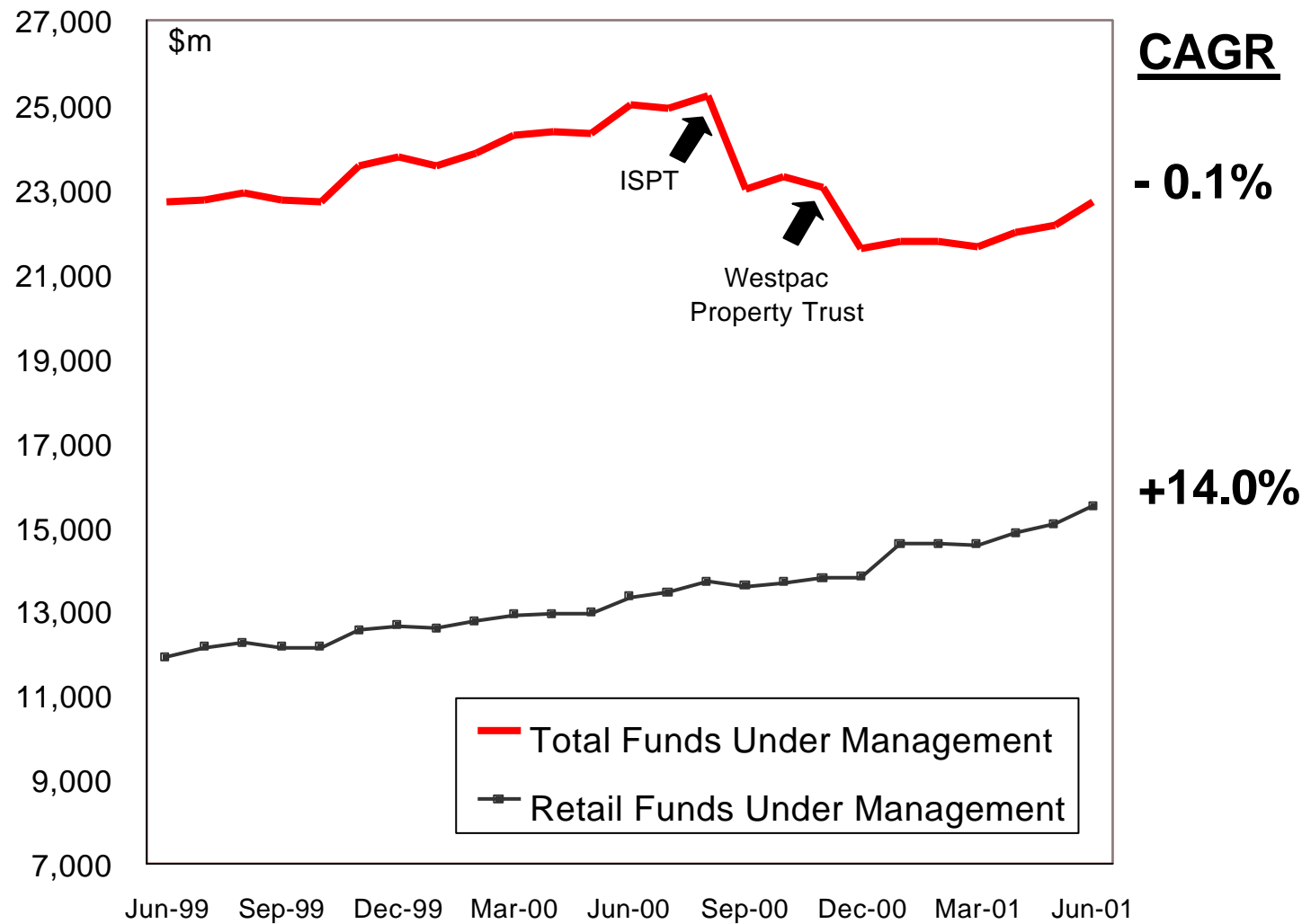


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Good growth in retail FUM



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Sound foundations for growth



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- **Growth in adviser network**
- **Adviser productivity improving**
- **Fund performance - No.1 over 1 year**

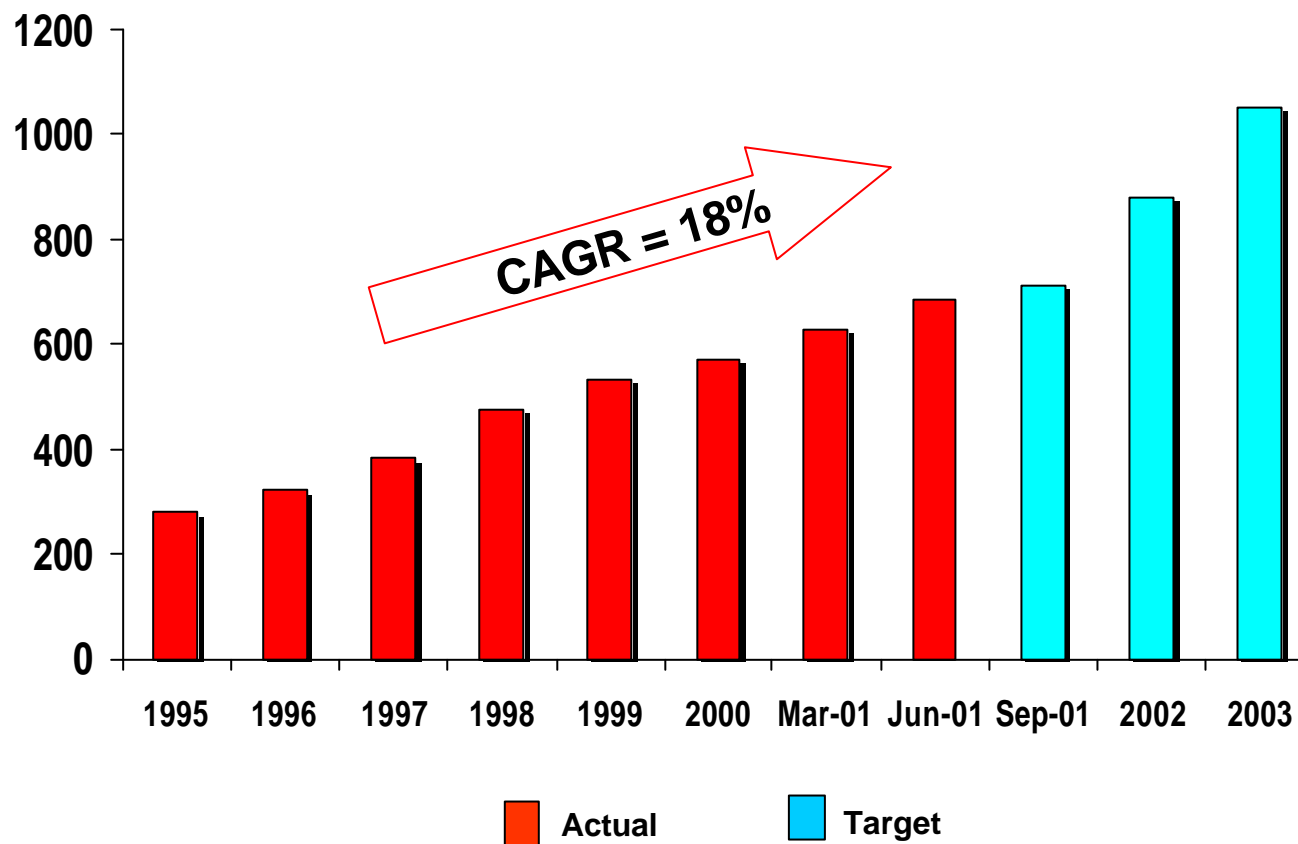
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Adviser network growth continues



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Planner/Adviser Numbers



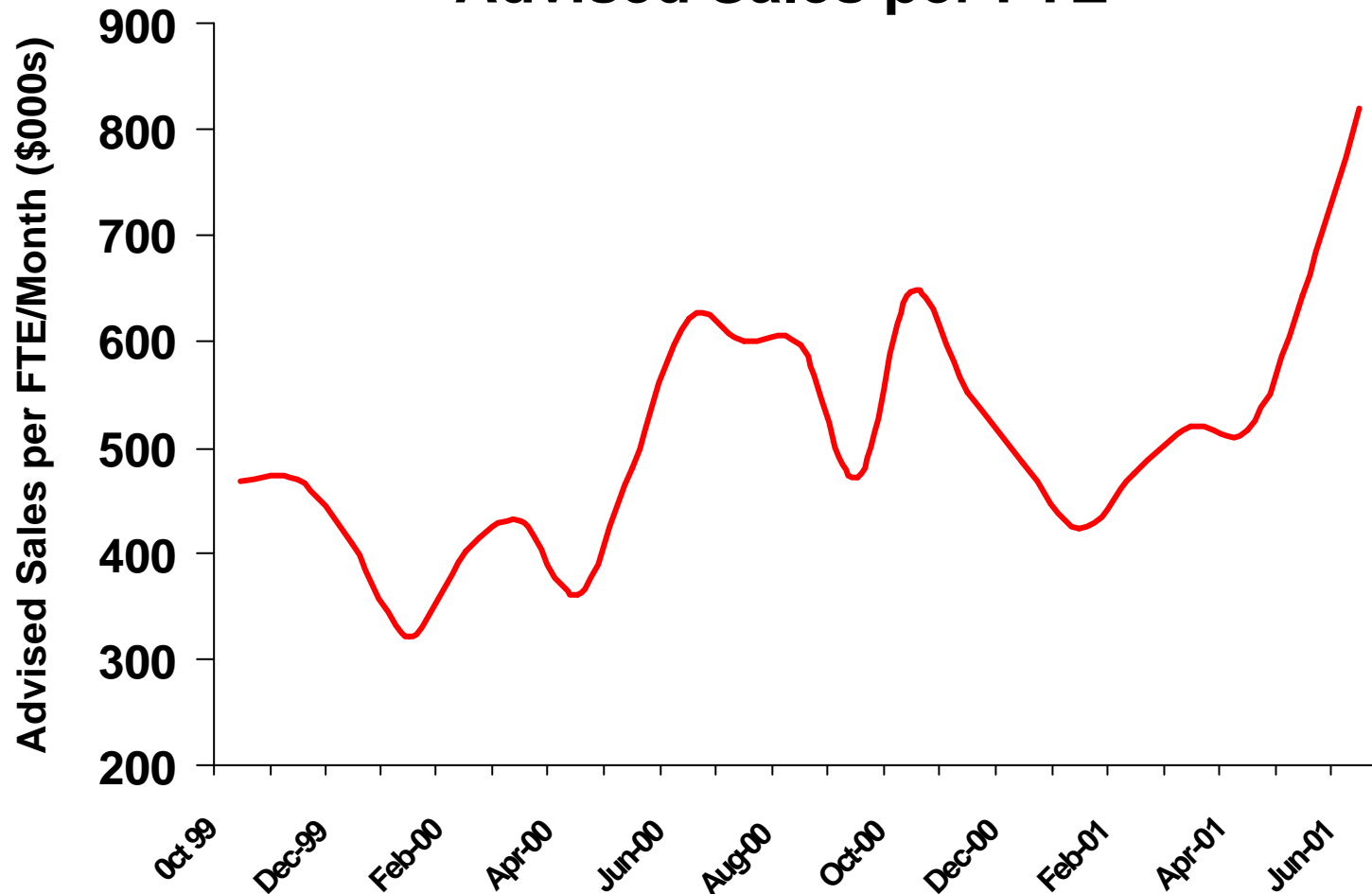
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Adviser productivity improving



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Advised Sales per FTE



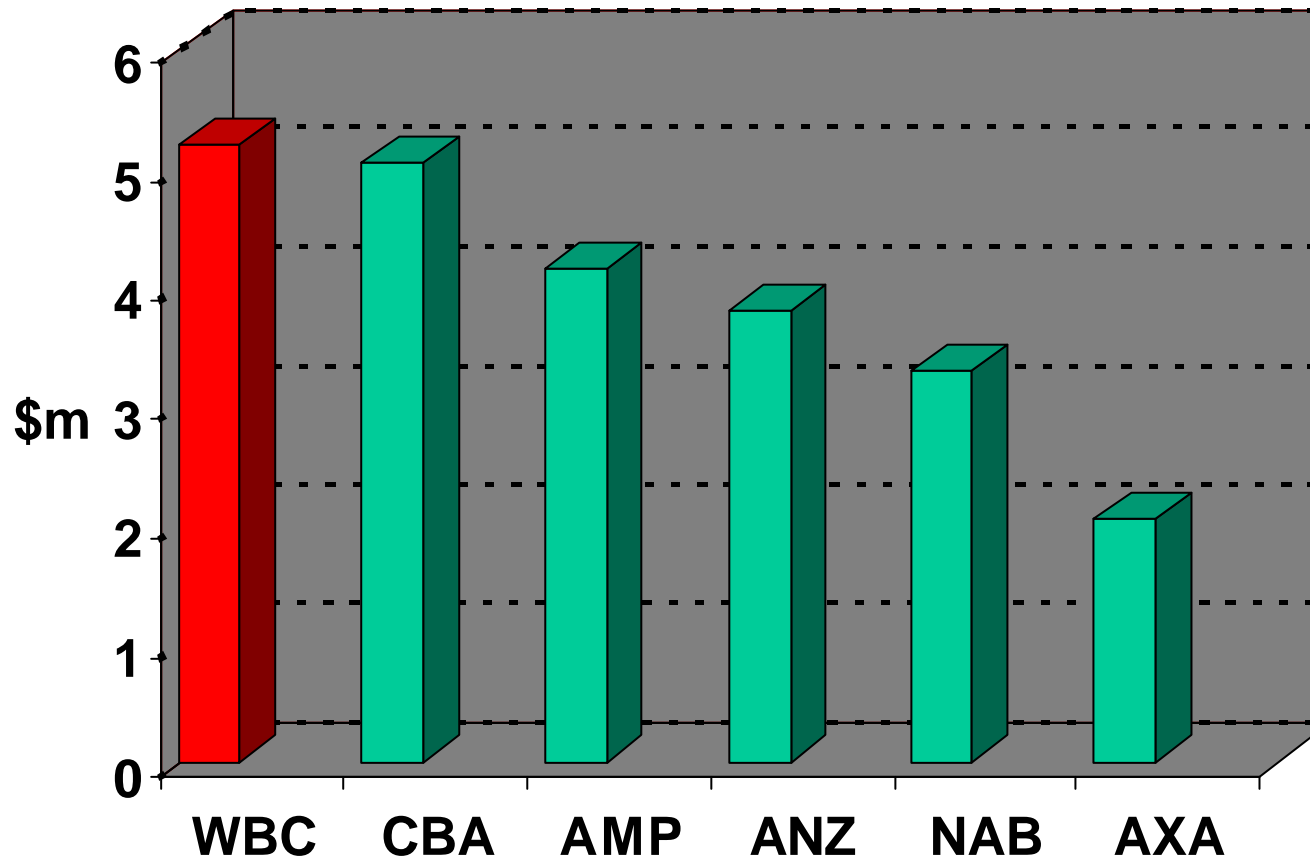
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Adviser productivity is top tier



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Planner productivity (\$m per planner)



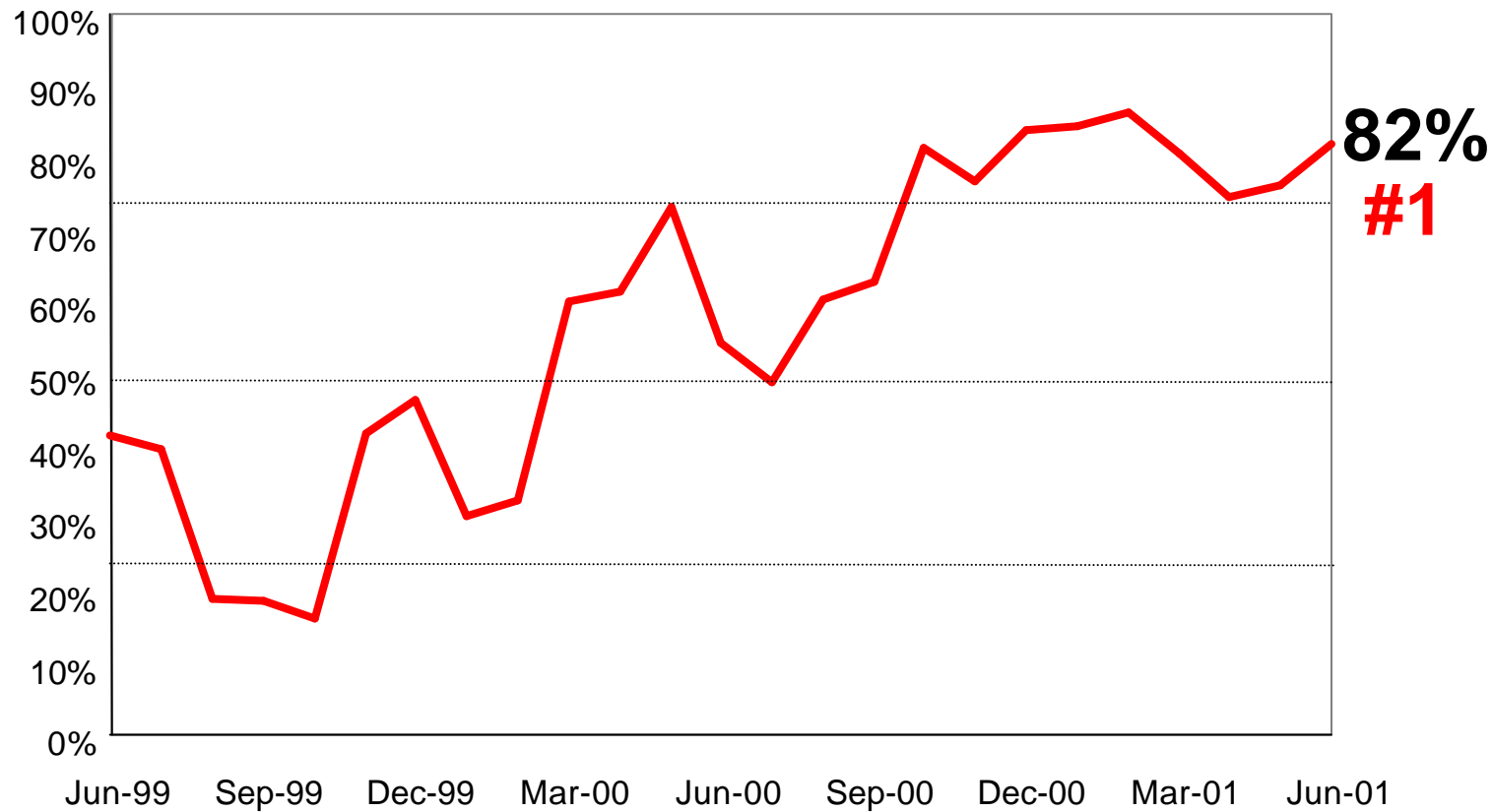
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No.1 for retail funds performance



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% of Funds Meeting or Exceeding Peer Group Median



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Looking closer...



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% of Funds Meeting or Exceeding Peer Group Median

	1 year %	3 years %	Trend
Westpac	82	58	↑↑
First State	68	78	↓
NAB	58	75	↓
MLC	40	38	→
AMP	33	42	↓
CBA	29	83	↓↓↓
ANZ	23	41	↓↓
BT	12	20	↓↓

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Westpac Investment Management



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- **Focused on core competencies:**
 - Australian shares
 - Australian fixed interest
 - Tactical asset allocation
- **Low cost, scalable operation**
- **Delivering investment performance**
- **Best of breed product strategy**

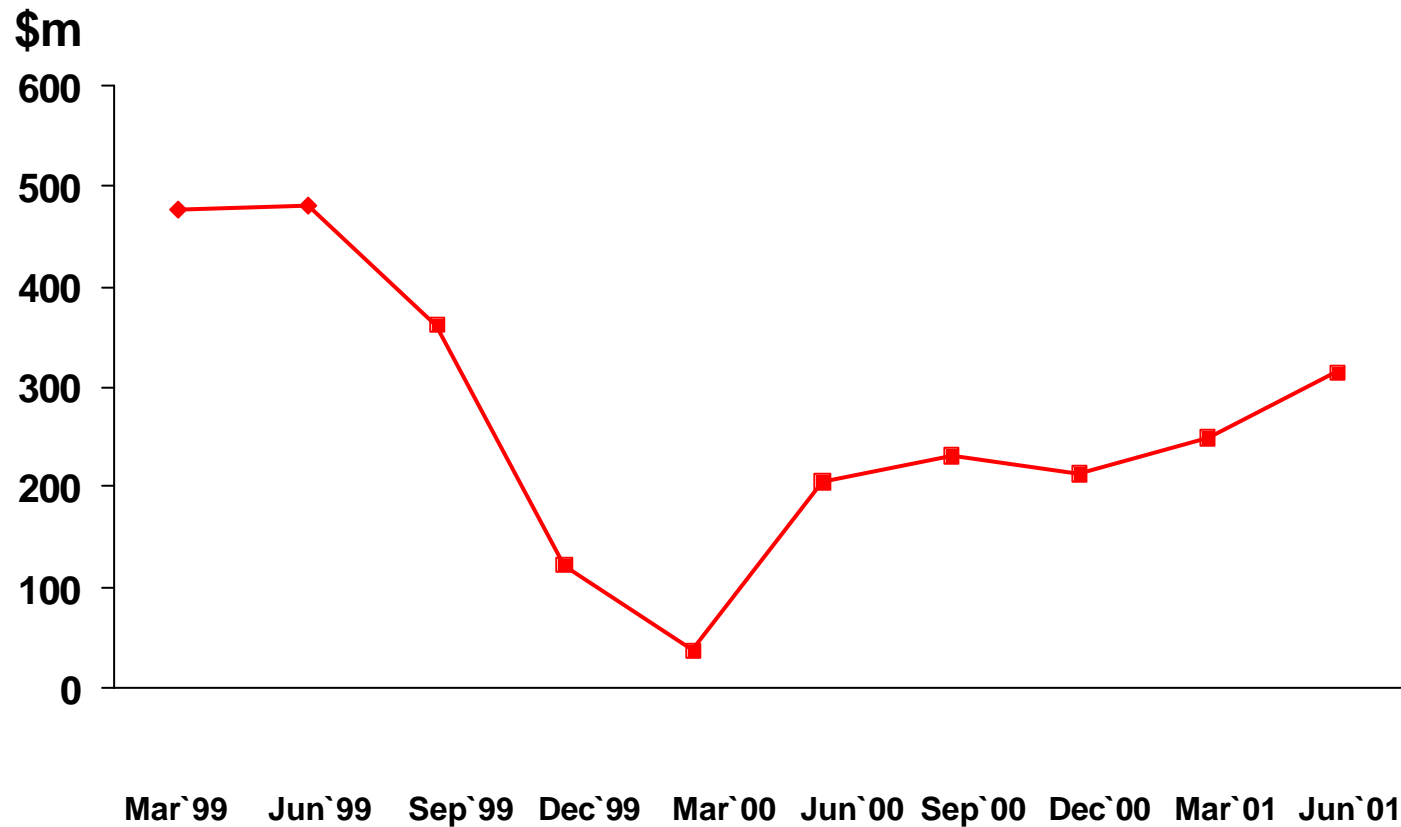
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Retail inflows improving strongly



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Quarterly Retail Inflow Trend



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- Current Situation
- **Strategy**

Acquisitions



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- **Not interested in profitless growth**
- **Must add shareholder value**
- **Watching brief**
- **Our strategy is not dependent on acquisitions**

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Our wealth management strategy



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- **Leveraging our comparative advantage**
 - large customer base, warm leads and reduced search costs
- **Expanding distribution size and capability**
- **Accessing & integrating ‘best of breed’ products**
- **Balancing growth and profitable returns**

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The opportunity is large...



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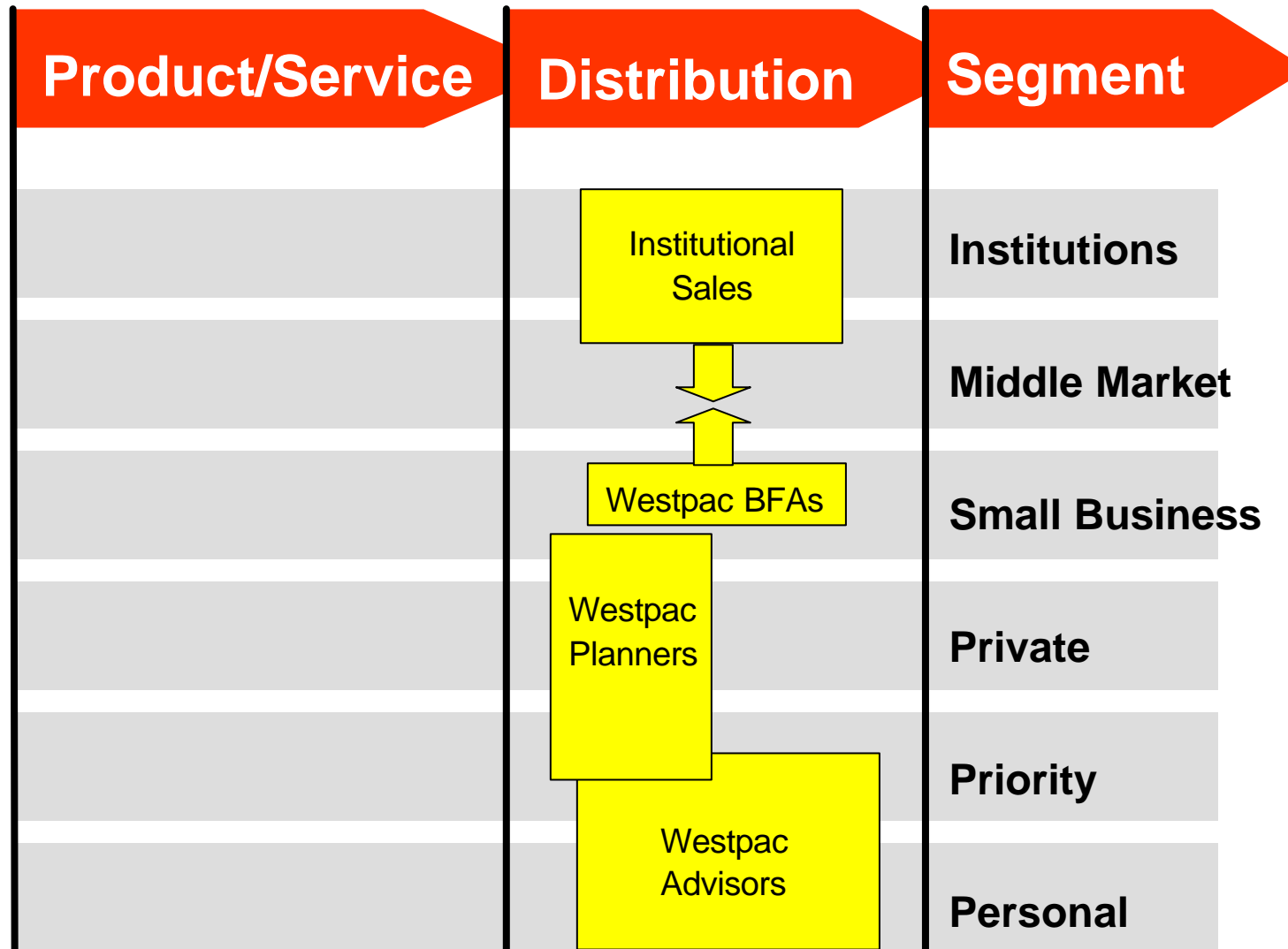
- **81% of Priority Customers don't hold a Westpac wealth management product**
- **94% of Business Customers have their super with another financial institution**
 - **39% of these have their super with another Bank**

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Current Westpac distribution



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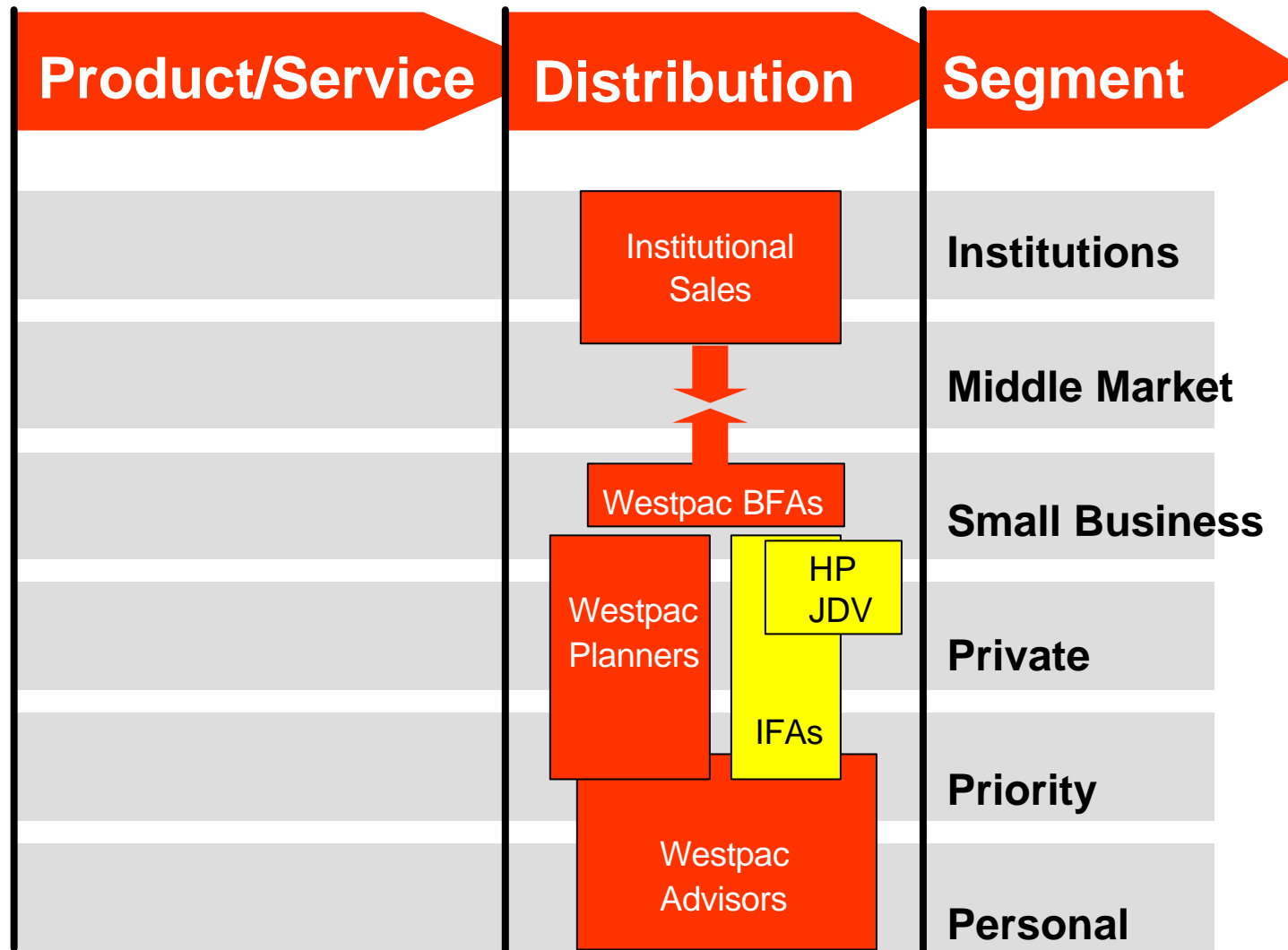


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Distribution opportunities



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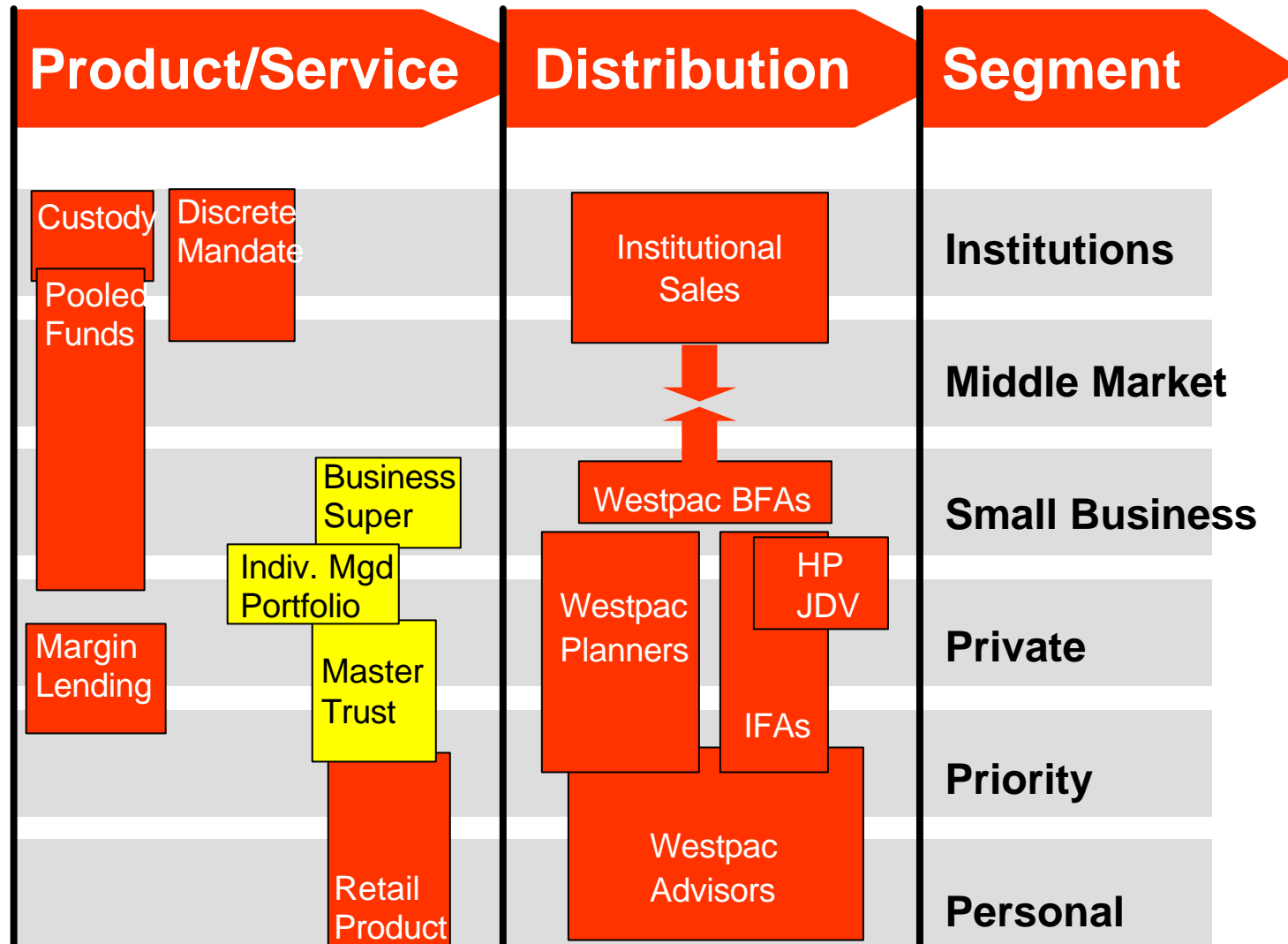


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Focus on 'wrapped offerings'



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In summary...



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- **High growth and high return business**
- **Leveraging our comparative advantages**
- **Expanding distribution size and capability**
- **Providing best of breed products**

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