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Westpac
Australia's First Bank

Business Banking overview

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Australian Business Banking

13 August 2001

STRATEGY BRIEFING, August 2001



Disclaimer



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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.

STRATEGY BRIEFING, August 2001

We have increased focus on our business customers....



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- Investment in people, performance and processes
- Business Direct for small business
- Re aligned our middle market sales
- Industry expertise for middle market customers
- Built complex business deal expertise
- Aggregated product from outside Westpac
- Extended our offering

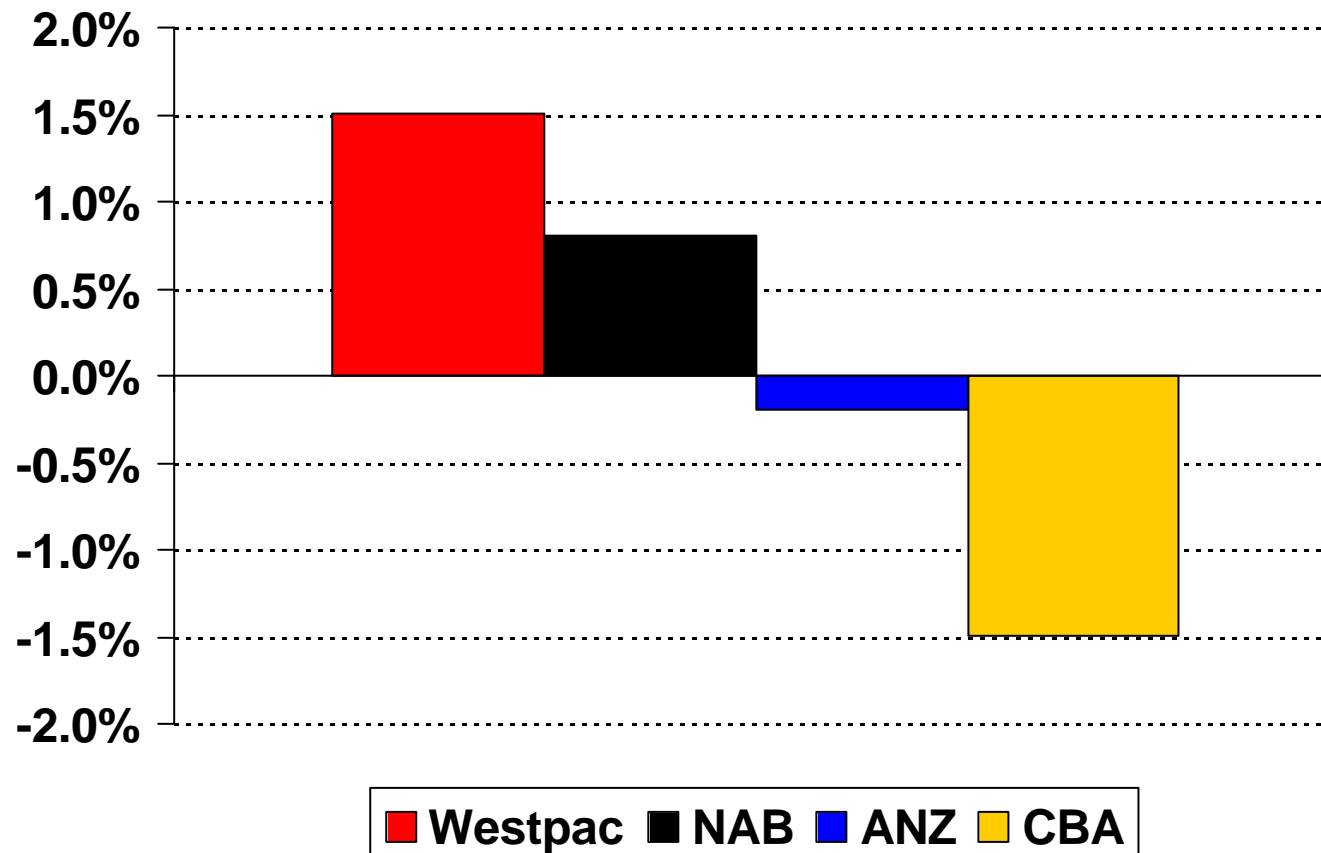
STRATEGY BRIEFING, August 2001

...and we're getting results



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Business Loans Market Share Movement May-99 to May-01

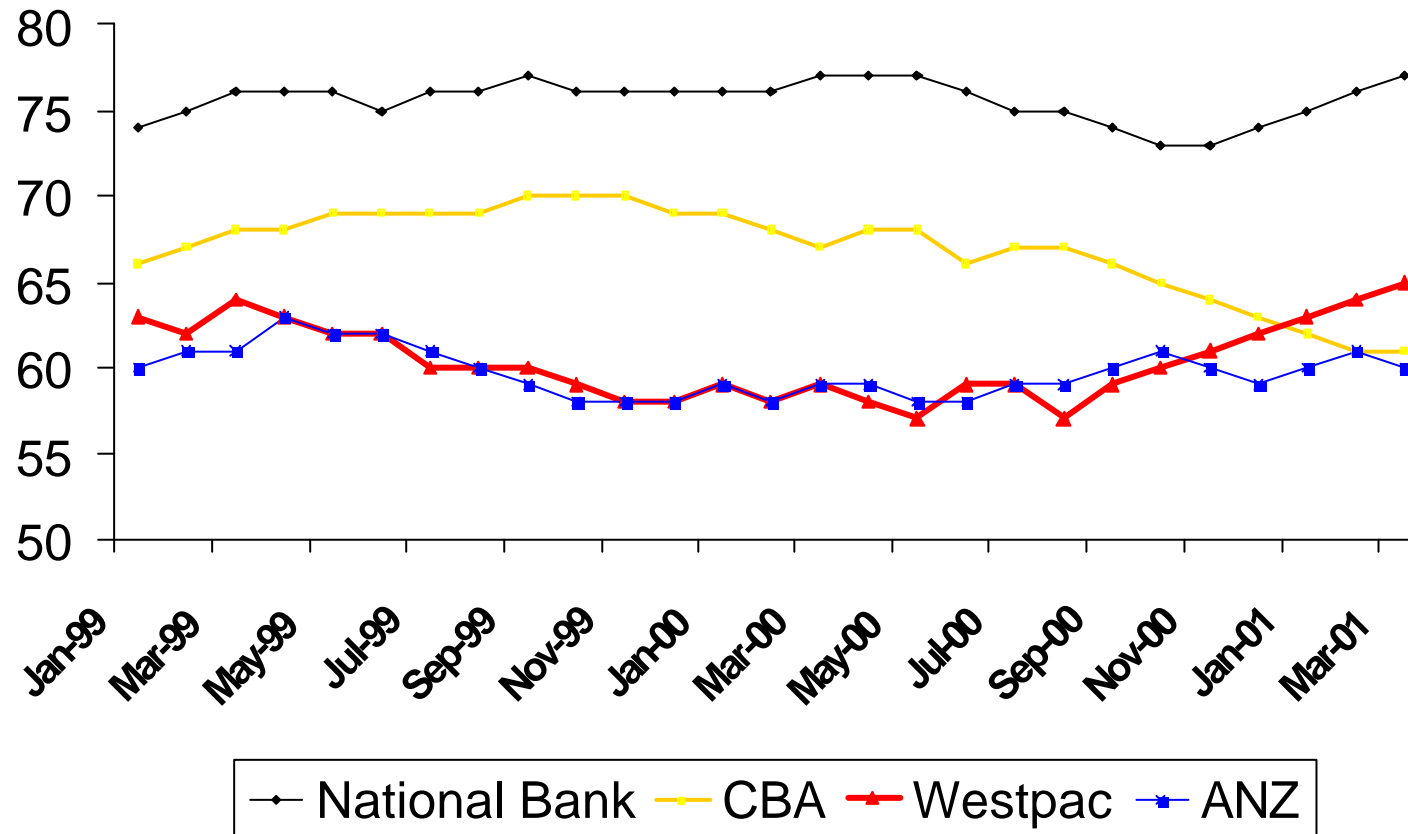


STRATEGY BRIEFING, August 2001

...improved share of wallet...



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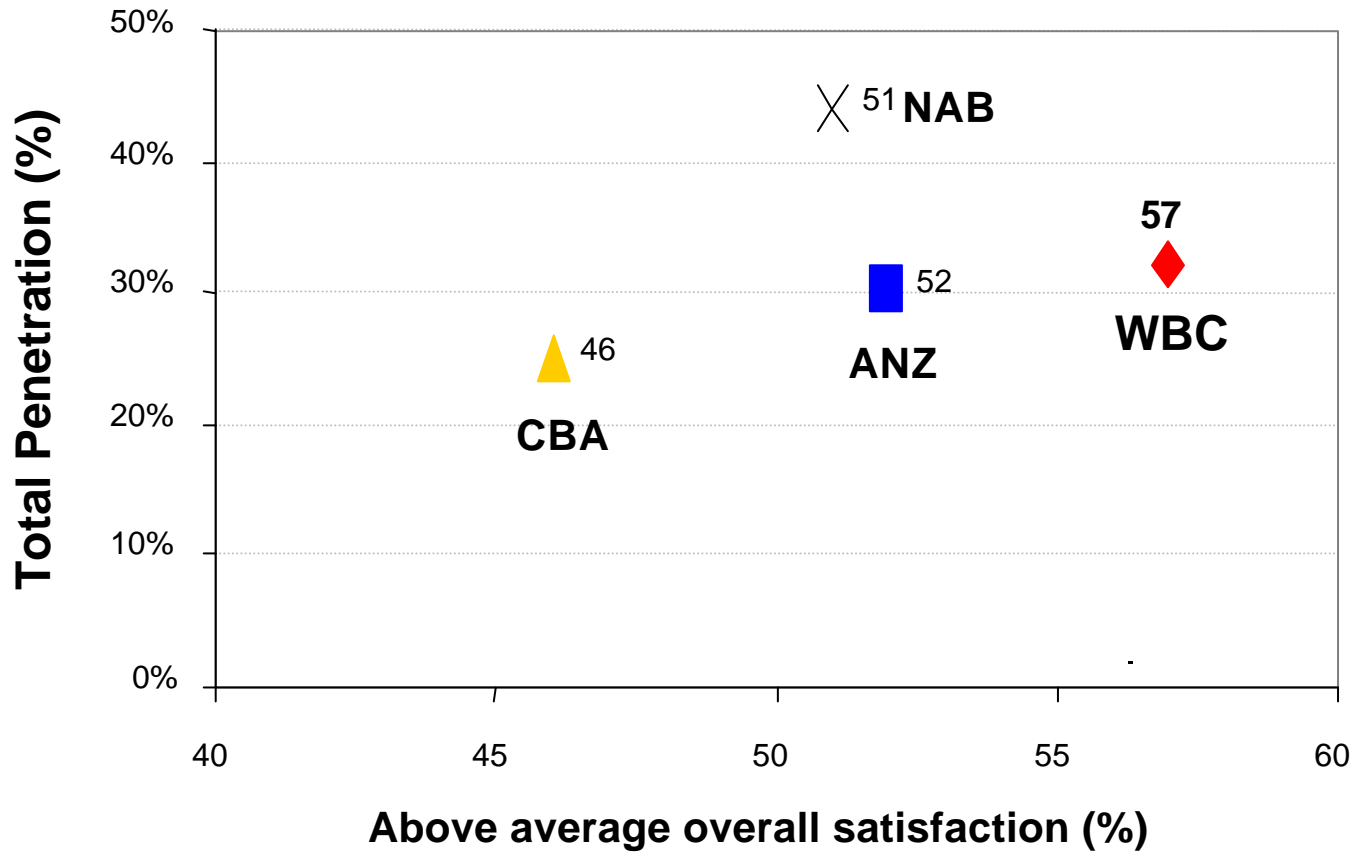
Source: Greenwich Associates, March 2001

...and improved satisfaction



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Customer Satisfaction

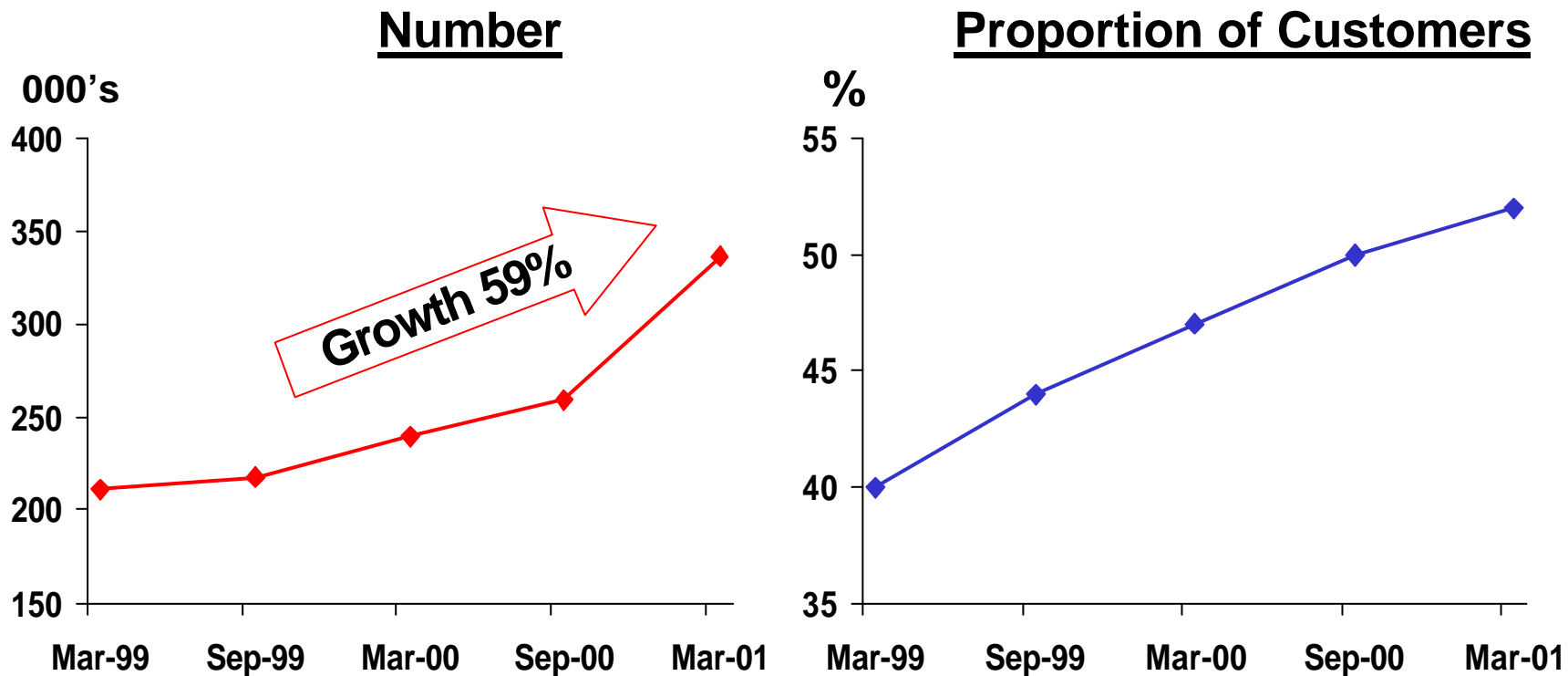


STRATEGY BRIEFING, August 2001

...and consequently an increase in the number of valuable customers



Business Banking Valuable* Customers



STRATEGY BRIEFING, August 2001

Strategy - continue to profitably recapture Business Banking share



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- Build industry expertise
- CRM to deliver better solutions
- Extend distribution reach
- Build staff capabilities
- Use aggregation to provide best solution
- Innovative solutions
- Lower cost to serve
- Match service to needs
- Manage risk

STRATEGY BRIEFING, August 2001

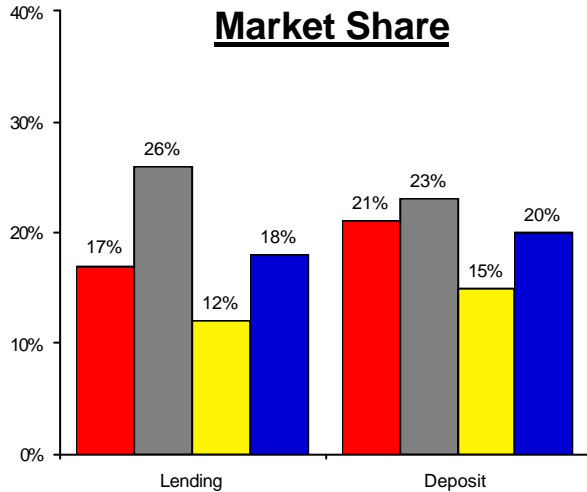
....and the upside is huge

Business Banking- Market Share

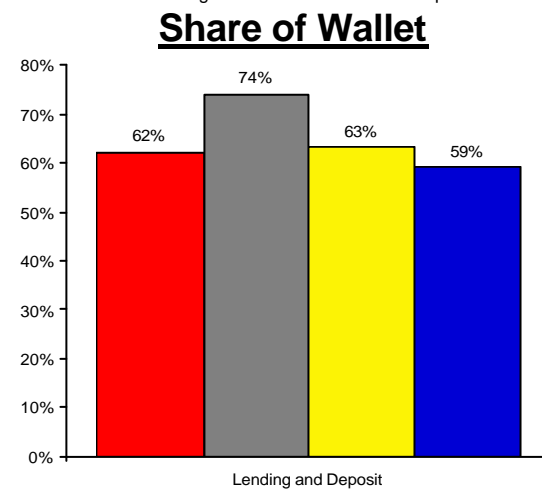
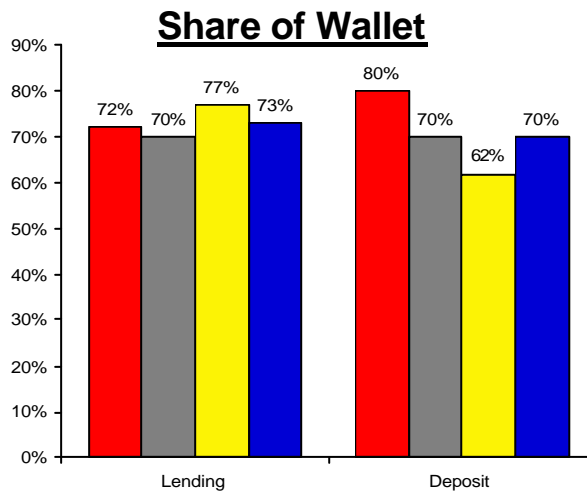
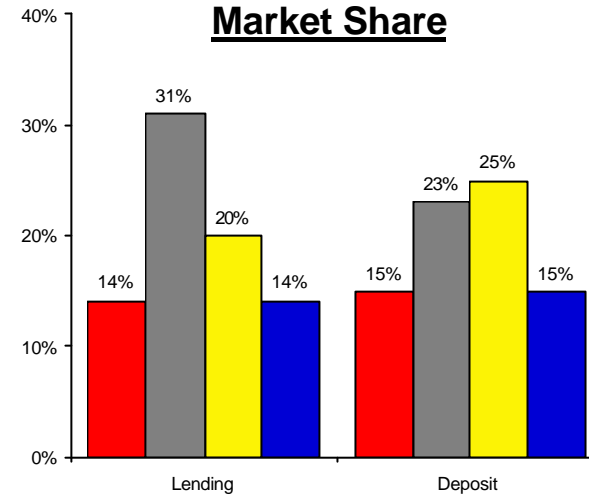


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Middle Market



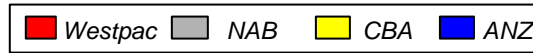
Small / Medium Enterprises



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