

Bendigo and Adelaide Bank appoints Chief Customer Officer Business and Agribusiness

29 June 2022

Bendigo and Adelaide Bank Limited (ASX: BEN) is pleased to announce the appointment of Adam Rowse as Chief Customer Officer Business and Agribusiness. Adam will join the executive team on 1 July.

Adam has almost 30 years' experience in the financial services industry in Australia and overseas spending the last 14 years in London at Barclays Bank where he demonstrated the ability to transform, simplify and create value for the business.

Prior to joining Barclays, he spent more than a decade at NAB where he rose from the trainee banking program to take on senior leadership roles at the bank before departing for London in 2007.

During his time at Barclays, he held roles including Head of Business Banking where he helped establish Barclays as the number one agribusiness bank, and the Head of Physical Banking where he was responsible for around 1000 branch locations and many thousands of employees.

As Head of Business Banking, Adam led the transformation of the division generating significant growth in key markets and product lines, including agribusiness. Adam helped establish Barclays as the sector leader by demonstrating expertise in the field and pioneering new technology for customers.

As Head of Physical Banking, he delivered services to millions of customers through his key business lines including small business, premier banking, retail and mortgages.

During Adam's final years at Barclays, he led the branches through the early stages of the pandemic and was then seconded into the Business Bank to manage the ongoing impact before returning home to Australia. Adam, who was raised on a farm in Gippsland, will be based in Melbourne.

Managing Director and CEO Marnie Baker said the executive appointment was an important step in bringing the business and agribusiness banking divisions together to better support the Bank's customers and grow their businesses. She highlighted Adam's experience and described his background as both a good cultural and operational fit for the Bank.

"We are pleased to appoint someone of Adam's calibre to the role of Chief Customer Officer Business and Agribusiness. His experience and understanding of the global banking landscape will help us to execute our transformation strategy and continue to grow our business as we become a bigger, better and stronger bank."

Approved for release by: The Bendigo and Adelaide Bank Board.

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