



ASX and Media Release

6 October 2014

MyState Financial becomes MyState Bank

Hobart, October 6, 2014: MyState Limited, an ASX-listed banking and wealth management group, today announced that its Tasmanian-based banking subsidiary, MyState Financial Limited, has received authority from the Australian Prudential Regulation Authority (APRA) to change its name to MyState Bank Limited (MyState).

Melos Sulicich, MyState Limited's Managing Director and Chief Executive Officer, said: "This is a key strategic milestone for MyState Limited. MyState is a leading and trusted banking brand in Tasmania, with growing recognition and penetration in mainland states. As an authorised deposit-taking institution, MyState has been governed by the same prudential regulations as large banks and continues to adhere to those robust standards. Being granted authority from APRA to call MyState a bank not only recognises the strength of the business and its strong governance, but it allows us to be clear about what we are and what we do."

The name change, effective today, will simplify MyState's proposition for customers as it enters new markets, particularly through its expanding mortgage broker and aggregator channel.

Mr Sulicich added, "Becoming a bank is important as we grow into mainland markets through the broker and aggregator mortgage origination channels. Until today, MyState was classified as an authorised deposit-taking institution and very few consumers understand what that is. We needed to make it easier for our mainland broker partners and their customers to understand what we are. Becoming a bank not only allows that to happen but it also helps our customer acquisition and retention efforts in Tasmania."

Through its retail brands, MyState Bank, The Rock and Tasmanian Perpetual Trustees, MyState Limited provides services to around 240,000 customers across Australia.

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About MyState Limited

MyState Limited is an ASX-listed diversified financial services group consisting of MyState Bank (MyState); Tasmanian Perpetual Trustees (TPT), a trustee and wealth management company; and The Rock Building Society (The Rock). MyState Limited, MyState and The Rock are regulated by the Australian Prudential Regulatory Authority. MyState, The Rock and TPT hold Australian Financial Services Licences issued by the Australian Securities and Investments Commission.