



## Media Release

For release: 5 April 2013

### **ANZ goMoney™ tops one million Australian users - 61 million transactions totalling \$35 billion since launch –**

ANZ today announced Australia's first mobile-to-mobile payment app, ANZ goMoney, now has one million customers, averaging 20 million logins and transferring around \$2.5 billion per month.

ANZ Managing Director Products and Marketing, Matt Boss said: "ANZ goMoney is a clear example of how we are building our digital banking capability to respond to customer demand for greater mobility and flexibility."

#### **Key statistics for ANZ goMoney include:**

- 61 million transactions totalling \$35 billion since launch with around 20,000 customers logging in every hour
- Average of 20 million log-ins transferring \$2.5 billion per month and more than 20,000 bills paid every day
- ANZ goMoney took only two and a half years to reach one million customers, while Internet Banking took eight years to reach the same figure. Exceeded 165,000 android users since September 2012
- 88% of users are between 18 and 44 with 53% male and the most popular time of use is during commute home between 5pm – 7pm

"As part of our Banking on Australia program we've continued to enhance the functionality of the app, including the introduction of an Android version last year, enabling one registration on up to five devices and integrating personal and business accounts into one iPhone app," Mr Boss said.

ANZ goMoney was awarded the 2011 IDC Financial Insights Innovation Award, the 2011 CANSTAR Innovation in Financial Services award, Trailblazer Award 2011 from Banking & Payments Asia and Innovative Retail Banking Product of the Year in the 2011 Australian Banking & Finance Magazine Awards.

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