

Market Eye

Investor conference

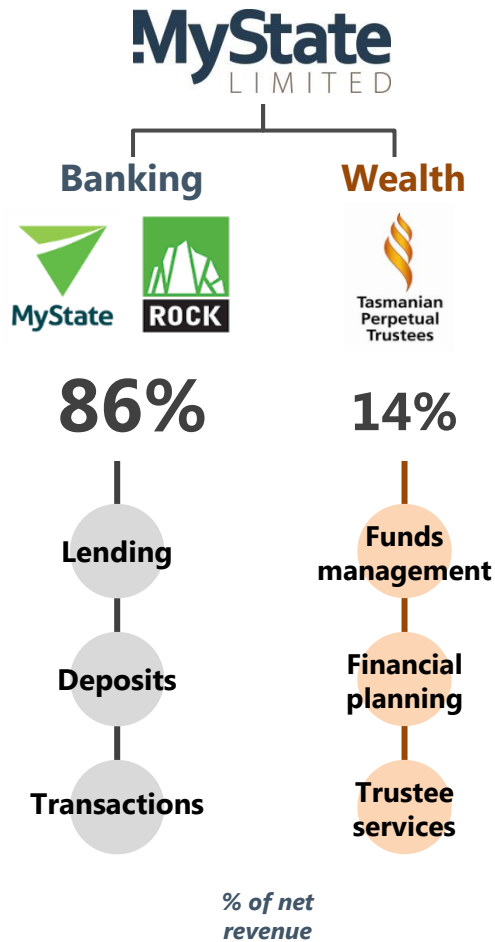


April 2018

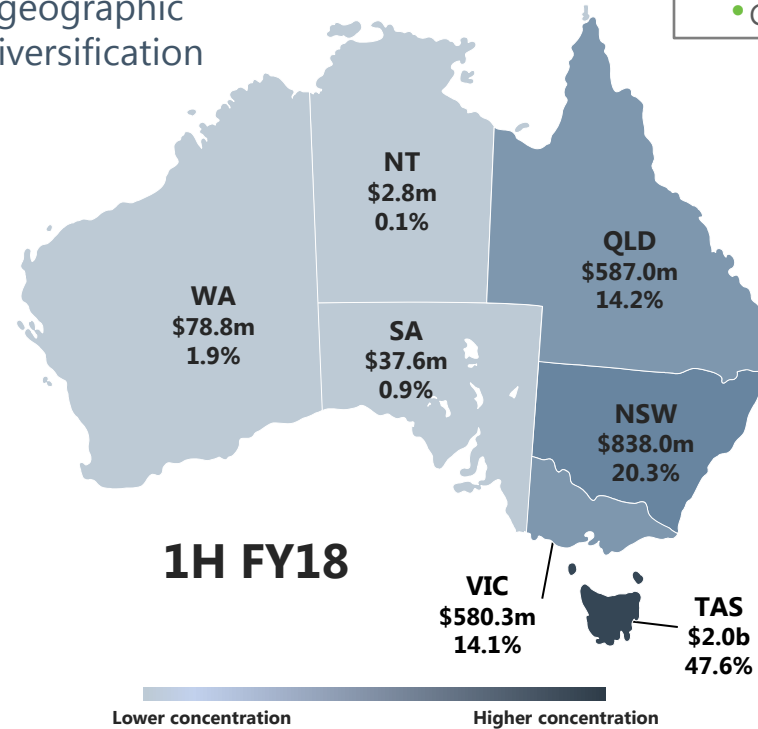


A growing banking and wealth management group

MyState is a leading regional bank headquartered in Tasmania and with Banking and Wealth operations



Home loan book geographic diversification



- ASX300 listed company
- Market capitalisation of c.\$450m
- c.64,000 shareholders
- Consistent dividend returns

Increasing shareholder returns

\$2.44
in fully franked
dividends earned
by shareholders
since inception













Solid financial performance continued in 1H18

- Strong shareholder returns with growth in NPAT, EPS and dividend
- Wealth business growing with solid revenue performance and gains in FUM and FUA
- Growing a quality loan book and customer deposit base
- Technology investment driving digital customer acquisition, operating leverage and a falling cost to income ratio
- Executing on our strategy to become a national, scalable, modern banking and wealth management business

Growth across key metrics

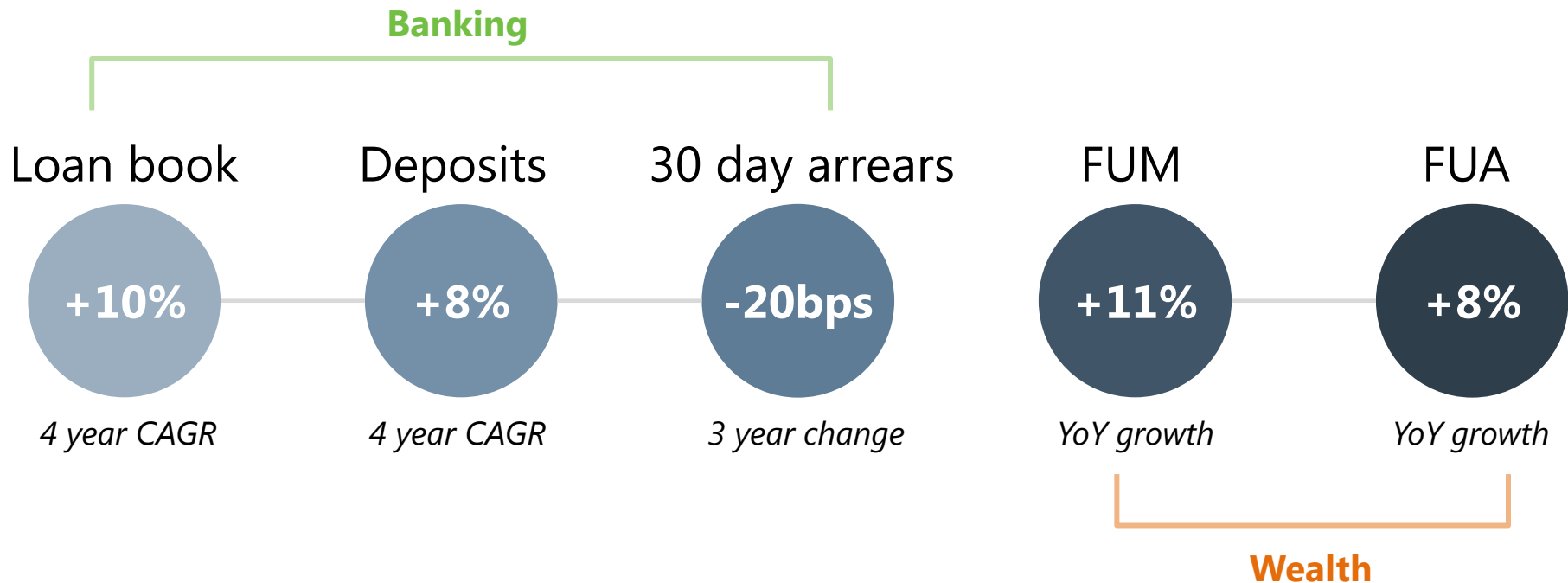
- Margin management delivered NII improvement on pcp
- Operating leverage improving cost to income ratio
- Growth in bank assets and deposits
- FUM at highest level in nearly a decade
- Fully franked, increased dividend for shareholders

Change on 1H 17 results except where otherwise stated

Net interest income: \$46.4m		6.8%	Net profit after tax: \$15.8m		4.0%
Cost to income: 64.6%		182bps	Earnings per share: 17.6 cps		1.6%
Home loan book: \$4.1b <small>0.7x system</small>		4.7%	Customer deposits: \$3.1b <small>1.0x system</small>		4.9%
Funds under management: \$1.2b		10.7%	Return on equity: 10.2% *		-1bps
Fully franked dividend: 14.25 cps		0.25cps	Net interest margin:		Steady

** annualised FYTD*

Growth in underlying value drivers



- Emphasis on maintaining quality lending growth amidst strong competition
- Continuing improvement in credit quality with 30 day arrears well below peers
- Highest FUM growth in almost a decade

Delivering on our strategic priorities



The **needs** and **expectations** of customers are changing and technology is opening opportunities to **attract** and **serve** new customer segments across Australia.



MyState is making **significant investments** in **technology** and changing the way we **think** and **operate** to thrive in this future.

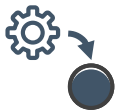


This combination of **customer centricity** and **technology investment** and continued improvement is the key to MyState's **future success**.

MyState's strategy is underpinned by **5 strategic goals**, focused on how MyState plans to:



Grow



Simplify



Strengthen



Build
Relationships



Transform the
Business

Our PURPOSE:

To help people achieve their **dreams**.

Our VISION:

We want to make **genuine difference** to our customers and communities **every day**.

Our GOALS are to be:

Simpler, more **relevant**, accessible for our customers and **easier** to “use”.



Evermore **digitally enabled** so that we can attract the **target customers** we are seeking.













More deeply **community connected**.

Seen by our shareholders as being **agile** with a strong focus on **margins** and **cost management**.



Building a digital, scalable banking and wealth business

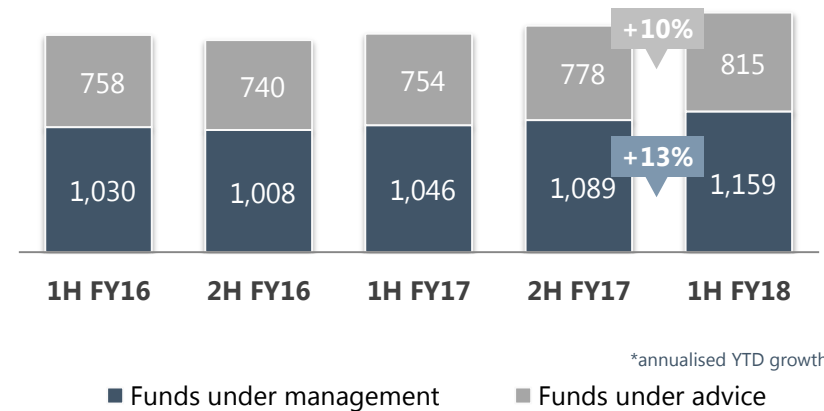
Investment in digital has **modernised** the banking business and allows us to **embrace digital savvy customers**

- | | |
|---|--|
| <p>Lendfast and Apply
COMPLETED: APRIL 2017</p>   | <ul style="list-style-type: none"> • Over 300% growth in number of bank accounts opened online FYTD • eSaver deposit growth of c. \$150m FYTD • Almost a third of all PL applications in the FYTD have come from the online channel |
| <p>CRM
COMPLETED: APRIL 2017</p>   | <ul style="list-style-type: none"> • Predictive modelling improving customer retention and share of wallet • Intelligent analytics driving digital campaigns and EDM activity |
| <p>Single core
COMPLETED: MAY 2017</p>   | <ul style="list-style-type: none"> • Merged banking platforms simplifying operations, improving productivity and supporting a scalable multi-brand business |
| <p>IB and mobile
<i>(incl. Apple, Android & Samsung Pay)</i>
COMPLETED: MAY 2017</p>   | <ul style="list-style-type: none"> • e-statement registrations up c. 120% in the FYTD • Early adoption of Apple, Google and Samsung pay |
| <p>Contact centre system
COMPLETED: JUNE 2017</p>   | <ul style="list-style-type: none"> • Contact Centre average call wait times reduced by over 80% |
| <p>New Payments Platform
COMPLETED: FEBRUARY 2018</p>   | <ul style="list-style-type: none"> • Processing significantly higher volumes of NPP payments relative to MyState's size within the system |

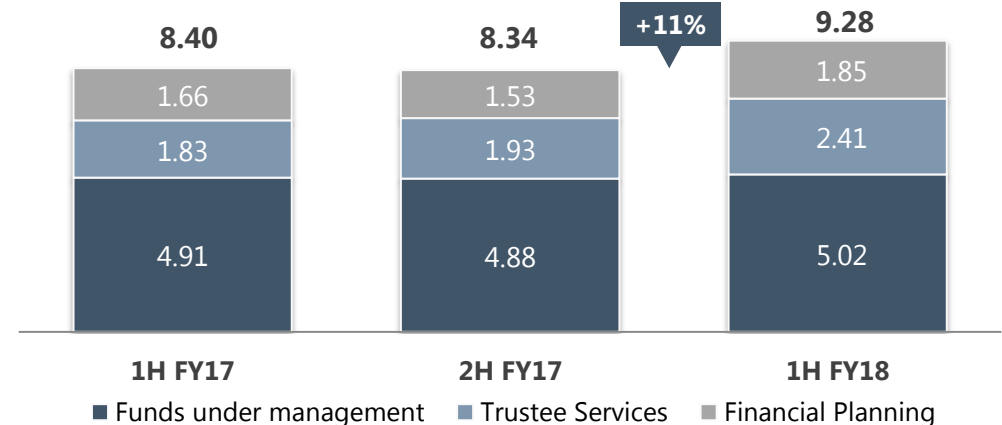
Wealth growth adds to diversity

- Wealth revenue growth at 10.5% on pcp with solid revenue growth across all business lines
- Highest FUM growth in almost a decade
- Strong FUA growth at 13% YTD annualised
- Will writing underpinning Trustee revenue growth
- Income fund strategy and investment to support growing income needs of burgeoning retiree segment
- Investment planned to modernise this part of the business

Funds under management and funds under advice (\$m)



Operating income (\$m)



Platform for continued growth

What we've achieved



Deposit and loan book growth

- Solid **growth** but constrained due to regulatory requirements



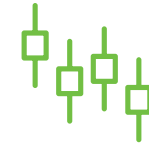
Costs

- Targeted **branch closures**
- Strong **cost disciplines**



Digital transformation

- New Payments Platform
- **Online originations** for PL's, transaction accounts and TD's gaining pace



Strong capital position

- Moody's Baa1/P2 stable **investment rating**
- Broad suite of **capital options** available to the group

What we're working on



Efficiencies

- **MyExcellence** program
- Continued focus on **efficiencies and speed**



Digital

- **Faster customer onboarding**
- **Digital** mortgage origination
- Focus on **digital deposit acquisition**



Marketing

- Build out **marketing analytics** and CRM capabilities
- **Brand building**



Wealth

- Investment to **modernise Wealth** with a focus on systems and capability

Summary

- MyState's digital transformation is simplifying our business and dramatically improving customer experiences through greater efficiency, quality and speed
- We are responding to the changing needs of our customers by rationalising product portfolios, redesigning customer journeys and using digital technologies to 'industrialise' core processes from end to end
- The payoff is being measured through improved customer experiences, increased efficiency for the business (i.e. lower Cost to Income ratio) and ultimately growth
- It will allow us to attract new customer segments to the bank through new channels
- Our digital journey will allow us to best leverage our small, nimble size to the benefit of our customers, shareholders and communities in which we operate

Disciplined strategy execution is transforming MyState into a national, scalable modern banking and wealth management business

Disclaimer

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