



Media Release

For Release: 5 October 2012

ANZ launches Vietnam Facebook page

ANZ today launched a Vietnam Facebook page for Vietnam customers at www.facebook.com/anzyvnbank, offering customers the opportunity to keep up to date with the bank's new products, promotion offers and its events and making their banking activities more convenient and interesting.

Social media including Facebook has become an interactive dialogue that changes the way consumers interact with brands. Understanding its rich medium and extending beyond tactical promotions, ANZ is the first foreign bank in Vietnam to launch a Facebook Page.

ANZ Vietnam CEO Tareq Muhmood said: "Our Facebook page is a fantastic platform for helping our customers by providing useful information and updates, answering questions and extending our brand in more engaging and innovative ways.

"This is an increasingly important channel for ANZ to demonstrate how we live in our customers' world across all our segments and geographies," Mr Muhmood said.

ANZ has a number of accounts across popular social media platforms including Twitter, YouTube, Facebook and LinkedIn. Vietnam is the first country outside Australia and New Zealand to launch an ANZ Facebook page.

ANZ was among the first international banks to operate in Vietnam, establishing its first office in 1993. ANZ has 10 branches and transaction points in Vietnam offering a full range of services including Retail Banking, Commercial Banking for small, medium and emerging businesses, as well as Institutional Banking.

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