

Media release

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ANZ Royal launches new branding

ANZ Royal Bank has launched its new brand identity, aligning the ANZ Royal brand with the global ANZ branding.

Today, the new branding was unveiled by ANZ CEO, Mike Smith, and ANZ Royal CEO, Stephen Higgins, on the head office and main branch building at Kramuon Sar. All 19 branches across Cambodia will gradually be re-branded throughout the remainder of the year.

Chief Executive Officer, ANZ Royal, Stephen Higgins said: "The new ANZ Royal brand identity comes at an important time in ANZ Royal's growth strategy. Our customers are increasingly looking for a bank with international connections, and being part of the ANZ Group gives us a unique advantage in this market."

The brand consists of a modernised and simplified ANZ word-mark and a new symbol with the central human shape representing ANZ's customers and people, and the three shapes signifying ANZ's three key geographies - Australia, New Zealand and the Asia Pacific. The new branding has now been rolled out across the region, including Australia and New Zealand, as well as Europe and America.

Key elements of the brand rollout in Cambodia include:

- External and internal signage at ANZ Royal branches will begin to feature the new brand from today.
- Internet banking will display the new brand from today.
- The brand will roll out progressively to corporate stationery, marketing and advertising over the next 12 months.

ANZ has recently celebrated its 175th anniversary, with more than 40 years of operation in Asia. With nearly 45,000 staff across 32 countries, ANZ are also one of only 11 banks globally with a AA rating.

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