

## News Release

For release: 6 December 2023

### **ANZ Pacific App goes data-free in Samoa for 3 months**

ANZ Samoa customers will be able to use the ANZ Pacific App data-free from 7 December 2023 – 6 March 2024, thanks to a generous offer from Vodafone Samoa and Digicel Samoa.

ANZ Samoa Country Head, Sucharu Tandon, said: “We know that one of the biggest perceived barriers to digital banking is the cost of data, yet the reality is that using the ANZ Pacific App to check your account balance or make a payment uses very little data – particularly when compared to watching a video on social media.

“Digital banking is key to overcoming a number of challenges, including distance to banking services and cost of accessing these services.

“The value of digital banking is not just about helping our customers to bank on their own terms. It’s part of embracing a digital future that is important for all of us.

“We’ve seen a 19% year on year increase in the number of active users of the ANZ Pacific App. We hope to see this number grow even higher as a result of this offer, and we thank Vodafone Samoa and Digicel Samoa for bringing this to life for our customers,” Mr Tandon said.

**Vodafone Samoa CEO, Rana Bose**, said: “We are excited to support ANZ Samoa in this revolutionary step towards digital banking in Samoa by waiving data charges for Vodafone Samoa customers using the ANZ Pacific App. This is a gateway to a seamless banking experience, a step towards the digital economy and making banking a universally empowering experience in Samoa. As always: Together We Can!”

**Digicel Samoa CEO, Anthony Seuseu**, said: “In an era where connectivity is at the heart of progress, Digicel Samoa is excited about this ground breaking partnership with ANZ. By providing data-free access to the ANZ Pacific App in Samoa, we’re making significant strides to ensure secure and convenient banking services. This collaboration underscores our commitment to innovative solutions, envisioning a future where digital financial services are easily accessible, transcending barriers for a more connected and prosperous community.”

**Central Bank of Samoa Governor, Maiava Atalina Ainuu-Enari**, said: “The ANZ Samoa partnership with Vodafone Samoa and Digicel Samoa is indeed welcome news. It exemplifies the spirit of collaboration that underpins our financial inclusion efforts. This announcement follows the launch of our National Financial Inclusion Strategy 2.0 on 14 November, and I congratulate and commend everyone involved in this important initiative to benefit our people.”

During the campaign period, ANZ customers will not incur personal mobile data usage on the ANZ Pacific App, provided they have an active mobile data plan with Vodafone Samoa or Digicel Samoa, and are accessing the ANZ Pacific App within Samoa.

The offer does not apply when downloading the app, while using wifi or hotspot, or to ANZ Internet Banking.

For full terms and conditions, please speak to a member of ANZ staff.

For questions relating to data charges, please contact Vodafone Samoa on 933 or Digicel Samoa on 123.

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