

Latest research from MISC reveals Internet Banking is no longer a novelty in Australia as 2.8 million customers now embrace the medium, i.e. half a million more users in just one quarter. An 'IBU' of 9% (Internet Banking Uptake proportion of total banking customers) shows customers following the 'way of the web', with smaller state/territory customers leading the charge.

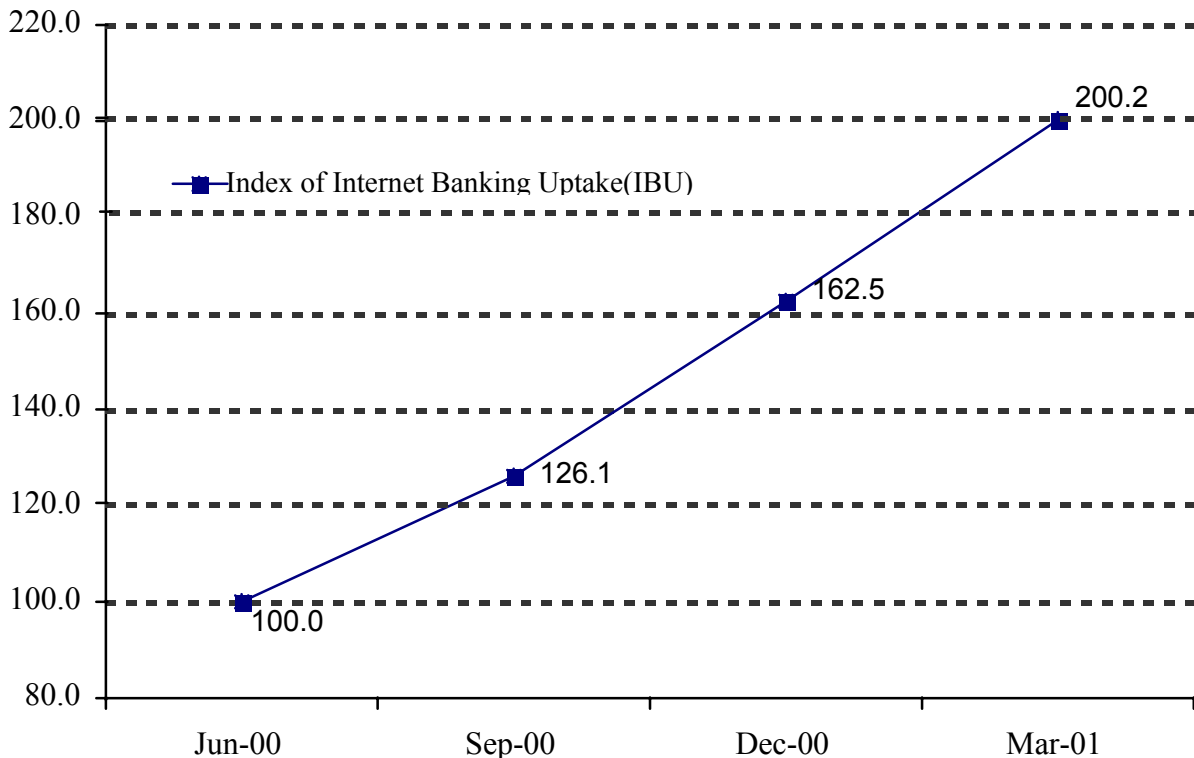
These results emanate from the just released March 2001 Bank-sponsored, MISC Internet Banking Statistical Pooling Facility and are produced as exclusive research for most of Australia's leading Internet bankers including the NAB, CBA, Westpac, BankWest and ANZ, (with additional support from Suncorp-Metway and Bendigo).

Co-ordinated by MISC for Australia's leading national and regional Banks, the MISC Internet Banking Data Pooling Facility today announced that Internet Banking has now attracted 2.8 million customers. MISC says that this rise in uptake represents an increase of approximately 500,000 over the previous quarter. These are findings from the latest Internet Banking Data Pool collection for the March 2001 quarter. The Pool members also released through MISC, the **first** figures with regard to individual state penetration.

The March Quarter 2001 Report is the fourth report produced by MISC on this dynamic sector of the Electronic Banking market and is based upon Banks supplying quarterly Internet Banking data adhering to a standard format designed by MISC. The report is compiled exclusively for the use of the members of the **MISC Internet Banking Data Pooling Facility**, a unique cooperative facility, developed by MISC together with Australia's leading Internet Banking financial institutions. These institutions now regularly pool detailed statistics on their Internet Banking service activity. The Market Intelligence Strategy Centre (MISC) was established last year as the sister, strategic consulting arm of respected industry research specialist, MINTEL Australia who have conducted extensive research into all Electronic Banking market channels.

MISC says the real success benchmark for industry participants in Internet banking is the uptake measure or 'IBU' ie the proportion of banking customers that include use of Internet Banking platforms in their repertoire of banking services. For this measurement, Bank's are also scoring extremely well says MISC. The following graph, reveals that Bank customer migration to the Internet has **doubled** in the nine months to March 31, 2001 and now represents 9.4% of total banking customers in Australia. Clearly, banking customers are saying variety of service is important to them.

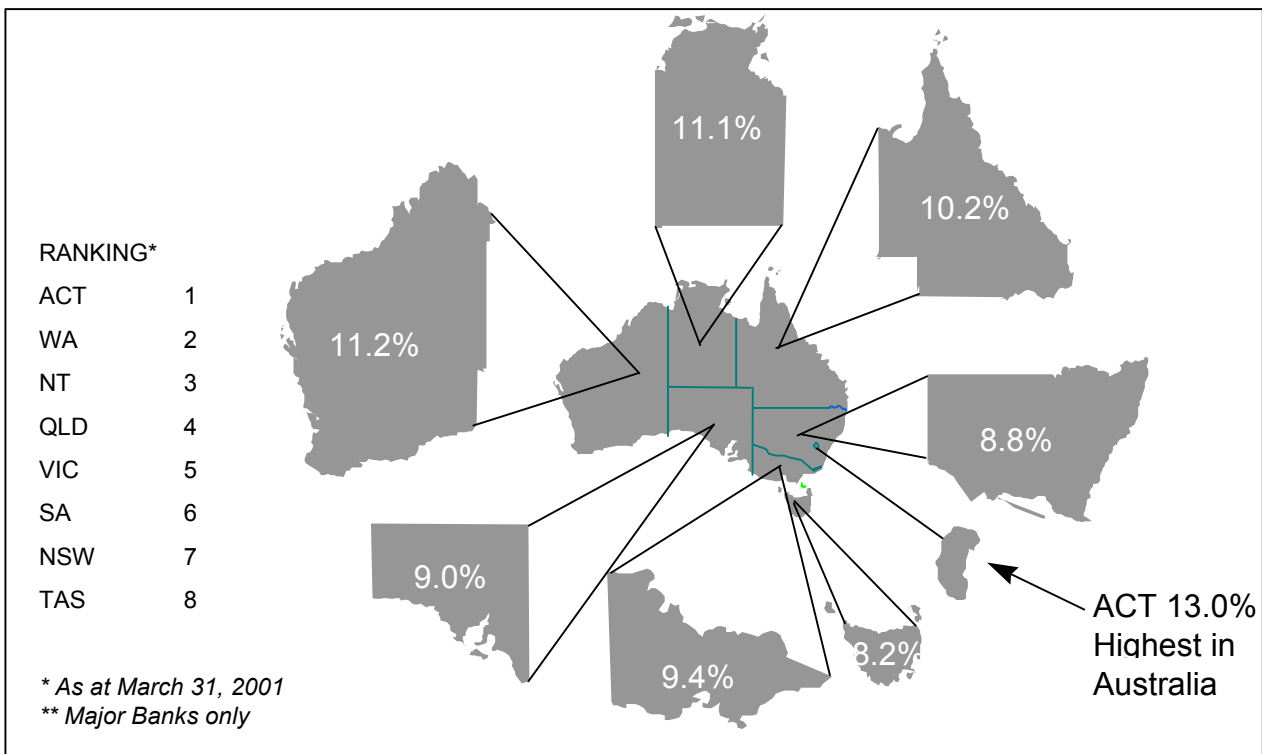
Internet Banking Uptake(IBU) Has Doubled in the Nine Months to March 2001



MISC's latest analysis of this market indicates (contrary to market speculation) that smaller States and Territories in Australia lead the market in customer migration rates. The ACT, Northern Territory, Western Australia along with Queensland, achieve the top customer penetration rates, all in excess of 10% as at March 31, 2001. MISC says these new results show that Internet Banking penetration is not limited to the major business centres of Australia. Indeed, these less populated States and Territories are taking greater advantage of the low cost, fast and convenient access that the channel offers. These latest findings are in accordance with officially published statistics which indicate that these States and Territories attain the highest levels of general Internet access. Clearly the MISC trend research is suggesting there is a relationship between (i) customers gaining general Internet access; and (ii) utilising Internet Banking services.

There Is a Higher Penetration of Internet Banking Customers for Banks in Smaller Population States/Territories

Internet Banking Uptake - Registered IB Customers Bv State/Territory**



Further Background Notes to Facility Service Development & Methodology/Definitions

Development of the Facility by MISC is in response to the market's need to address the issue of widely conflicting market measures and the search for a definitive and regular measurement of Internet Banking uptake. To date there has been much discussion regarding terms used to describe those who have been attributed as having 'experienced' an Internet Banking service. The new MISC Facility has reached agreement with the pool participants regarding a re-classification of 'user' definitions to ensure consistent measurement. This has resulted in the more valuable measure of Active users.

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Essentially the exciting 'data pooling' initiative determines for the first time the true uptake of Internet Banking activity and importantly ensures that an independent facilitator acts as a conduit for the data collection, analysis and interpretation. The MISC-run facility determines not only the true size of the market and but also delivers, for each participant, their individual confidential relative positions. To track the market's development, MISC coordinates 90 day data pooling measures to which all participants now confidentially contribute. The subsequent quarterly reports delivered by MISC provide the various pool participants with the opportunity to position and monitor performance. Critically, the research provides the data required to underpin accurate Internet Banking site development i.e. access features and the level of service customer's desire.

For further information on this unique service please contact the MISC Marketing Department.

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