



#### SUNCORP METWAY LTD

# **Steve Jones Managing Director**

AFS Conference October 6, 2000

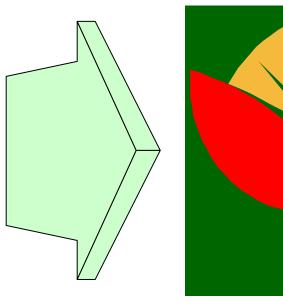
#### 1996 Merger







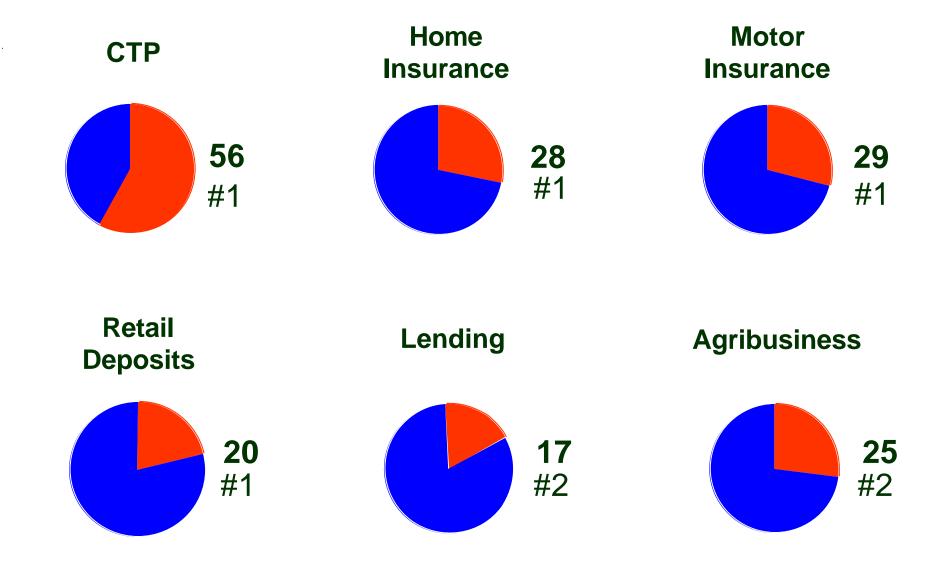






# Qld Market Share (%)

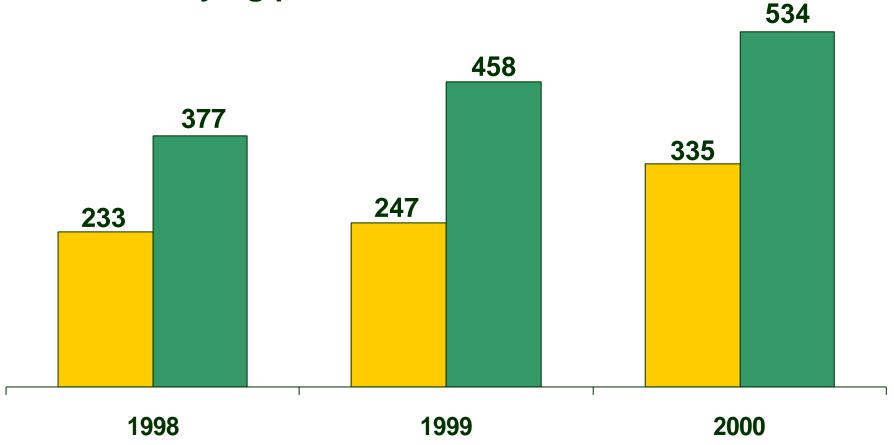




#### **Profit performance**

(\$ millions)

- Statutory NPAT
- Underlying profit\*

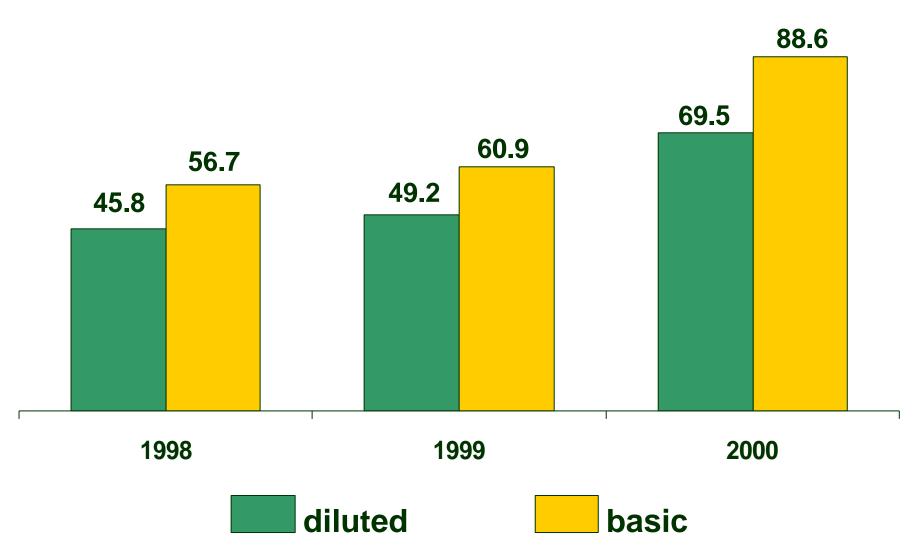


<sup>\*</sup>Profit before tax, adding back one-off merger related expenses and bad debts

# Earnings per share

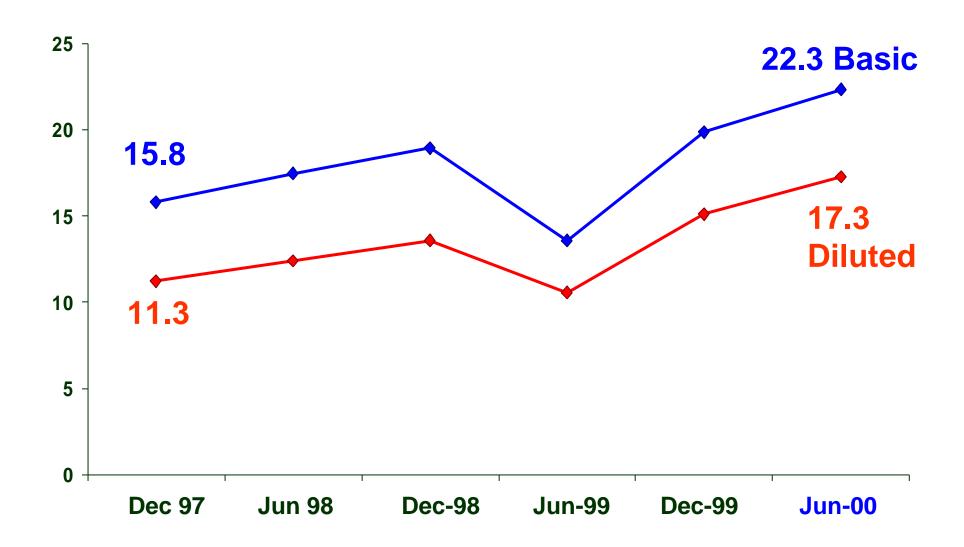


(cents)

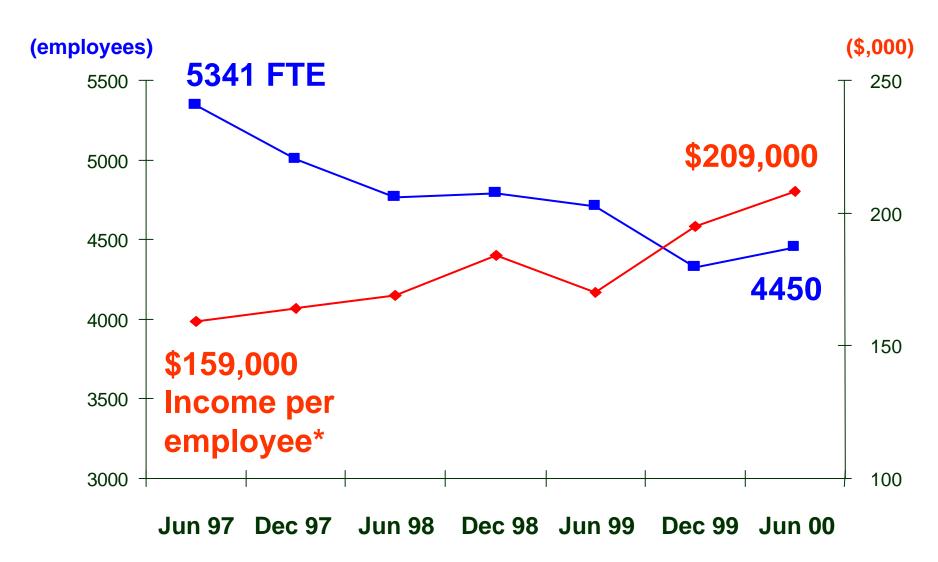




# Return on equity (%)



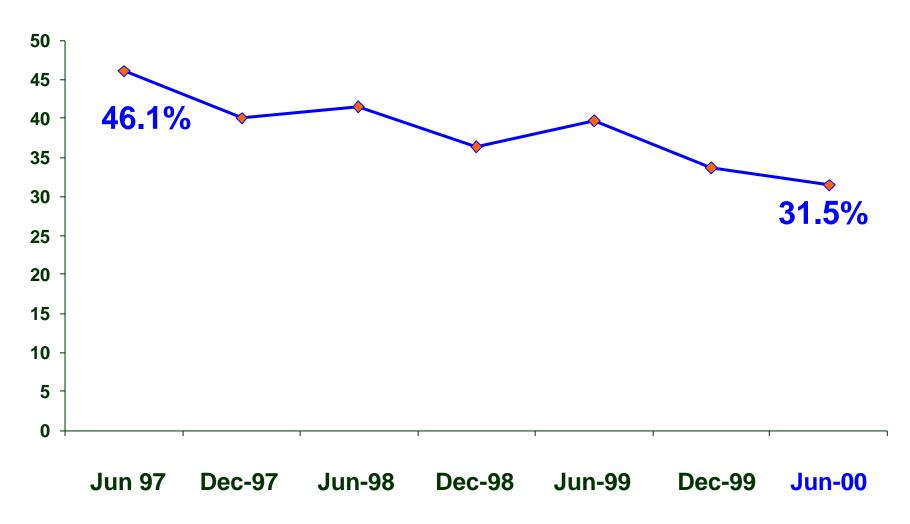
#### Staff numbers and productivity



<sup>8</sup> 



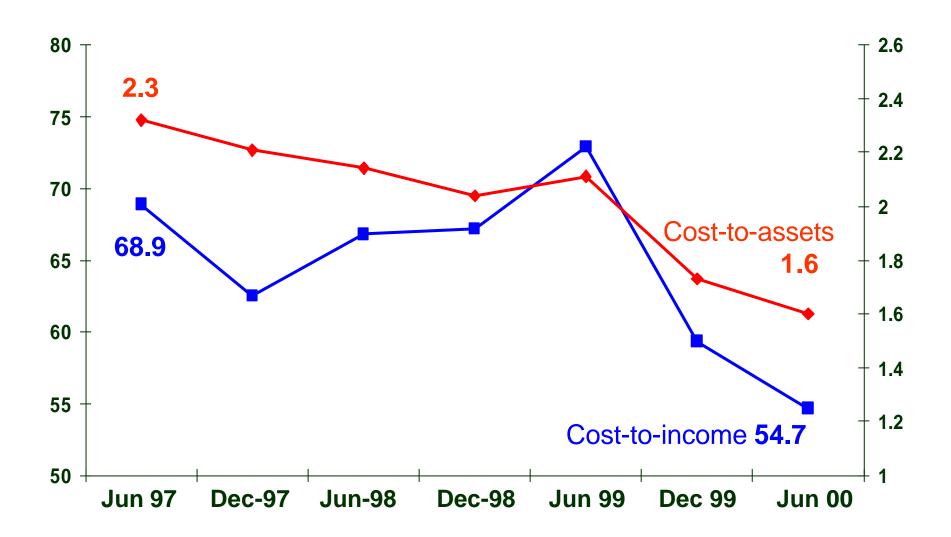
#### **Group efficiency ratio**



Group efficiency ratio: Operating expenses as % of total operating income, excluding GI investment income on shareholders funds

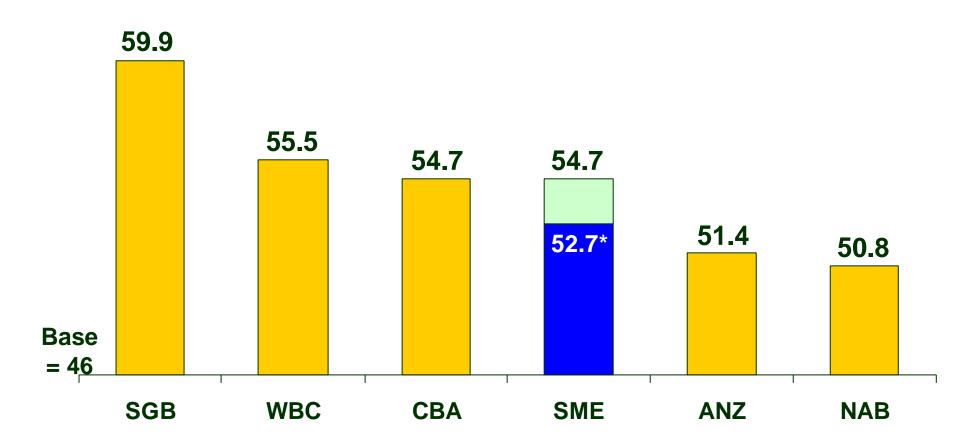


#### Banking expense ratios (%)





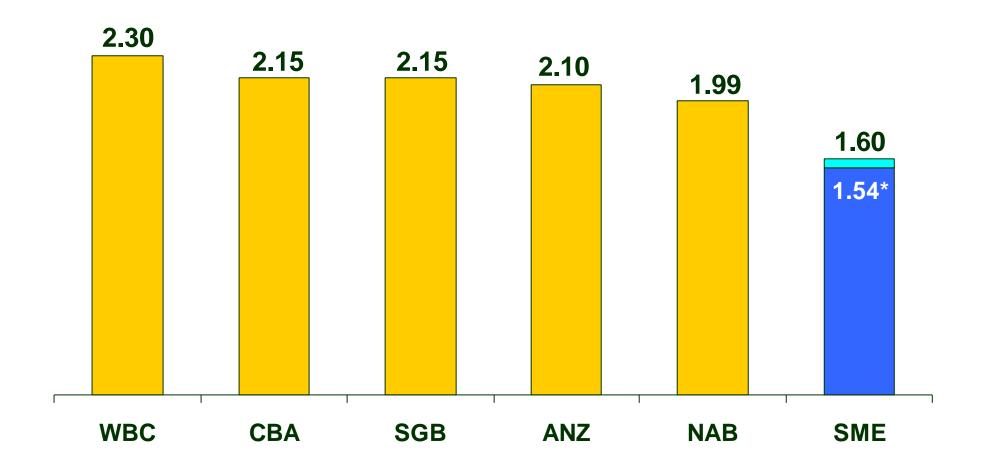
# **Banking cost-to-income (%)**



(Latest published figures. SME figures are for banking only)



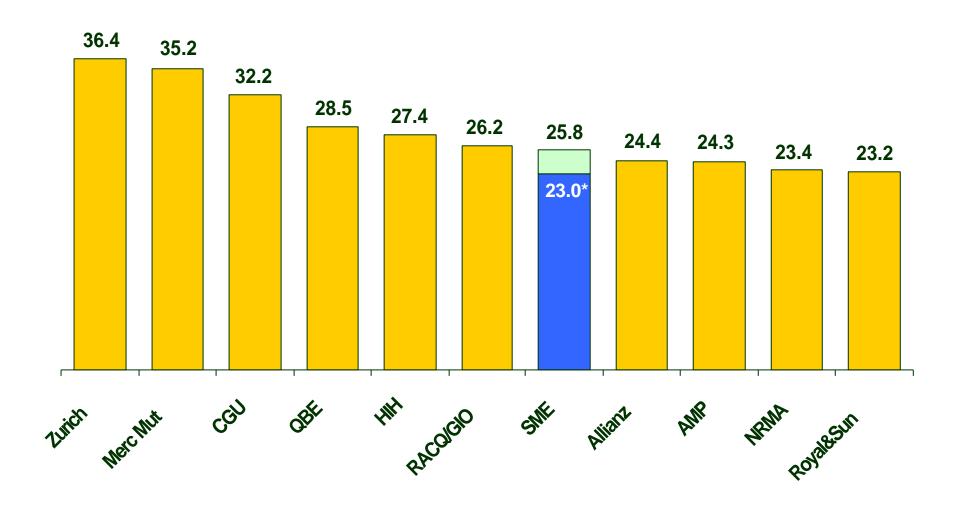
### **Banking cost-to-assets (%)**



(Latest published figures. SME figures are for banking only)



# GI expense ratios (%)





#### **Goals Going Forward**

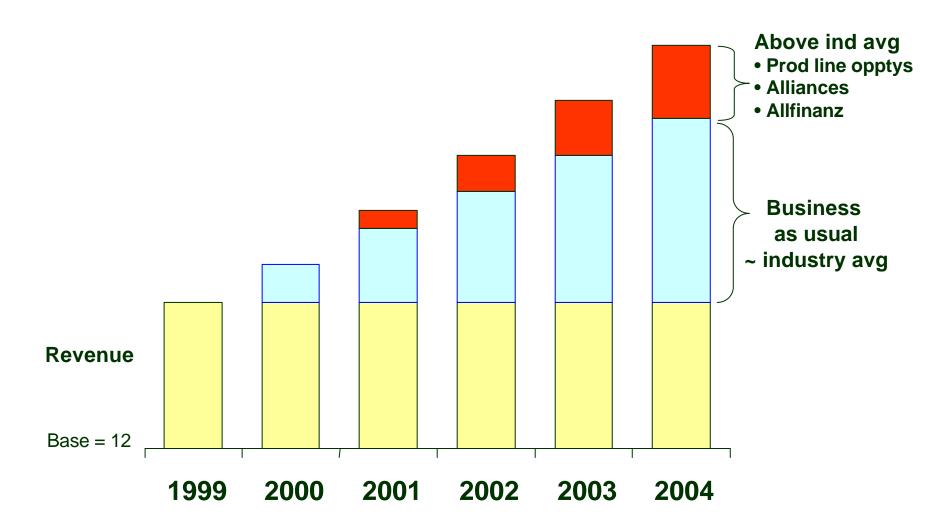
- Grow Revenue faster than industry
  - % will vary by line of business
- #1 in Customer Satisfaction in each LOB
  - killer initiatives & CVA
- Improve Productivity 5~10% p.a.
  - work outs, CI & Six Sigma
- World-Class Employee Satisfaction

ROE and EPS growth in top third of peers

#### **Three Avenues for Extra Growth**



(Illustrative)



<sup>\*</sup> Excludes CTP only customers

#### **Avenues for Extra Growth**



#### **Product Lines**

- Home and auto insurance interstate
- Investment products nationally
- Home lending interstate
- Property finance interstate
- SME banking in Qld

# Alliances and Acquisitions

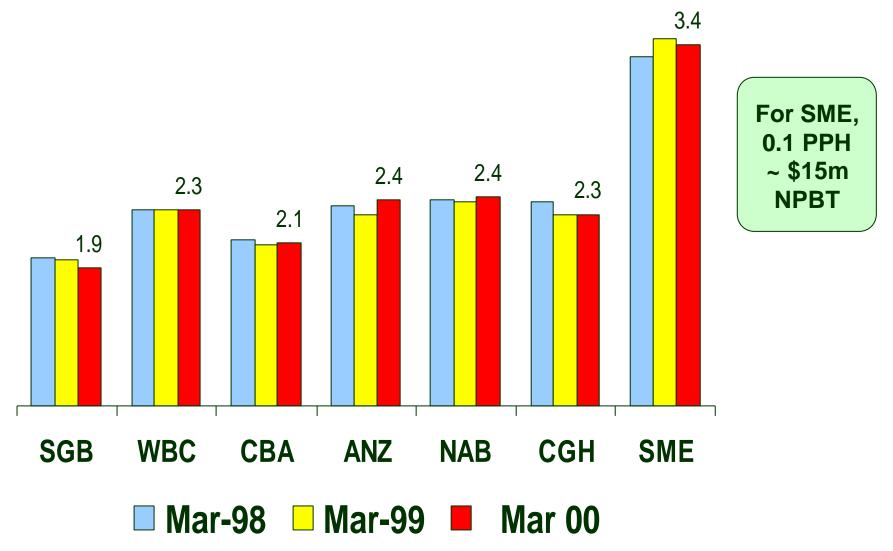
- LJ Hooker
- Pivot and Great Southern Energy
- Ongoing acquisition evaluation in all main product areas

**Allfinanz** 

 Cross sell to 2.3 million existing customers to lift products per household

#### Products per MFI customer

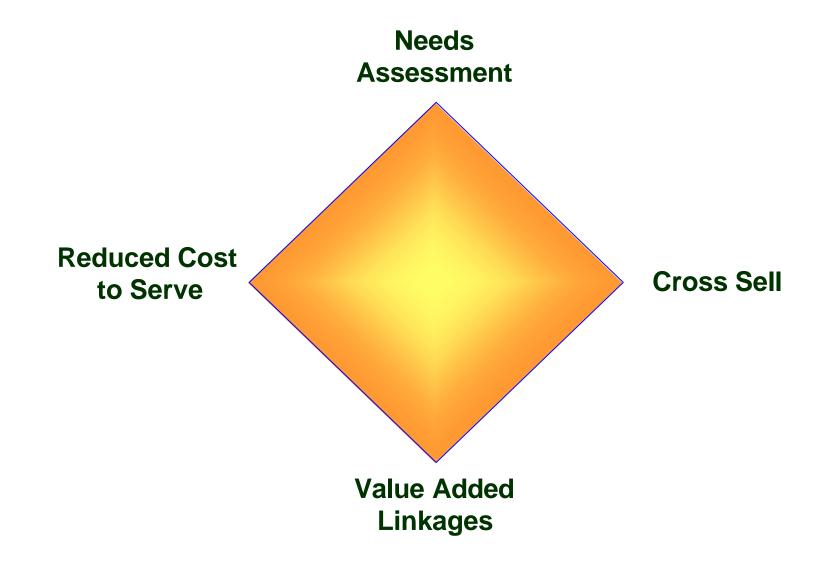




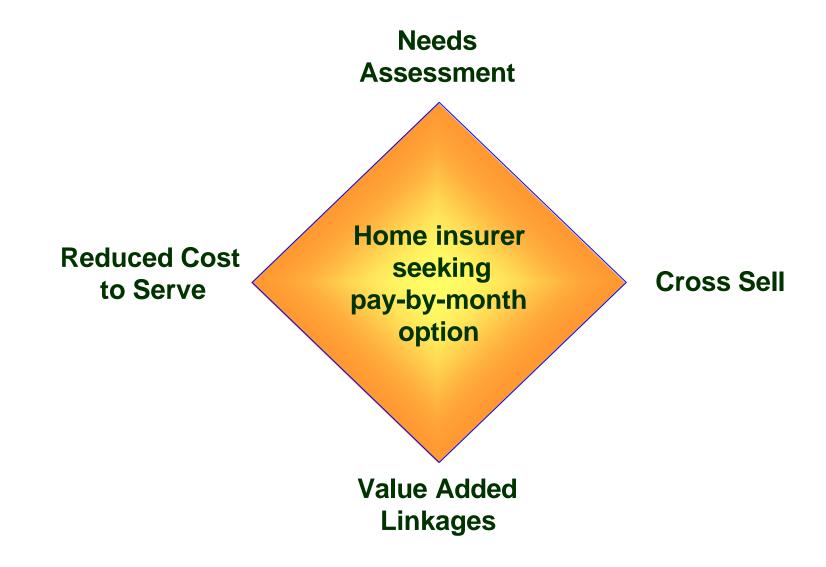
<sup>\*</sup>SGB includes Advance, Bank SA; WBC includes Bank of Melb, Challenge, AGC; ANZ includes Town & Country, Esanda; CGH includes Colonial State Bank, First State Funds Management, Prudential, Legal & General, Trust Bank; CBA excludes CGH; NAB excludes MLC.

#### 'Diamond Plus' Allfinanz

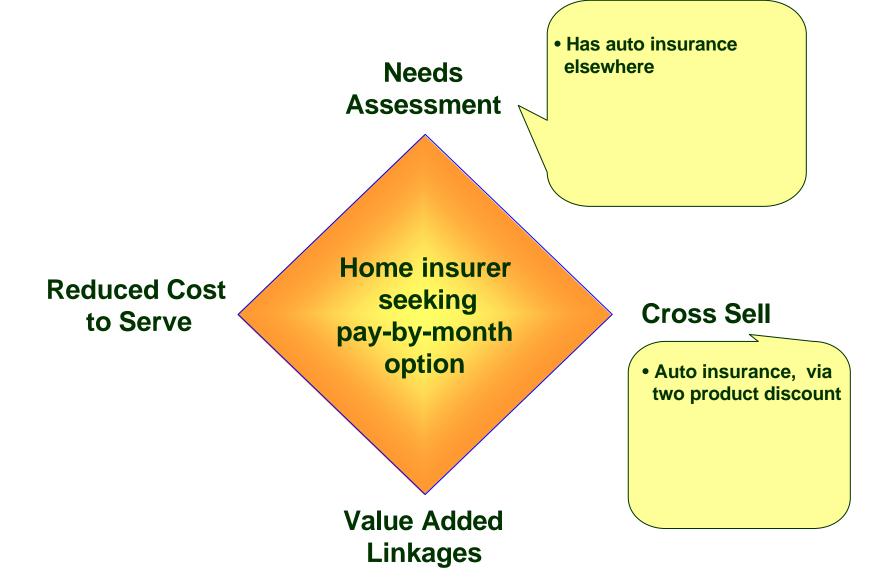




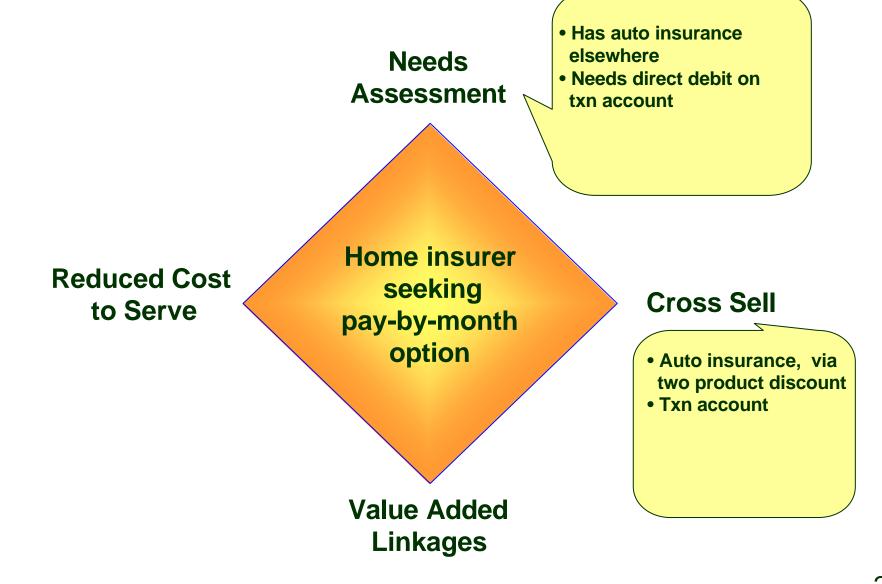
















- Has auto insurance elsewhere
- Needs direct debit on txn account
- Reveals \$50k in CMA and need for financial advice

Reduced Cost to Serve

Home insurer seeking pay-by-month option

Value Added Linkages

#### **Cross Sell**

- Auto insurance, via two product discount
- Txn account
- Unit trust
- Investment loan



#### **Needs Assessment**

- Has auto insurance elsewhere
- Needs direct debit on txn account
- Reveals \$50k in CMA and need for financial advice

**Reduced Cost** to Serve

**Home insurer** seeking pay-by-month option

- Direct credit of salary and divs **Value Added** to txn account Linkages
- Auto pay-by-month for auto and home insurance

#### **Cross Sell**

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#### Needs Assessment

- Has auto insurance elsewhere
- Needs direct debit on txn account
- Reveals \$50k in CMA and need for financial advice

 Show and train customer to use internet service

Reduced Cost to Serve

Home insurer seeking pay-by-month option

#### **Cross Sell**

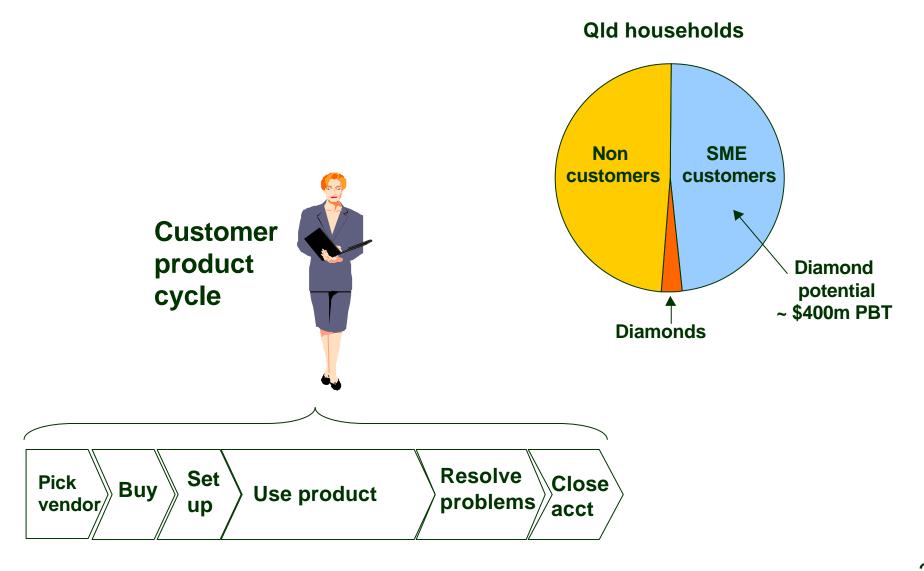
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- Direct credit of salary and divs to txn account
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Value Added
Linkages

#### **Diamond Opportunities**







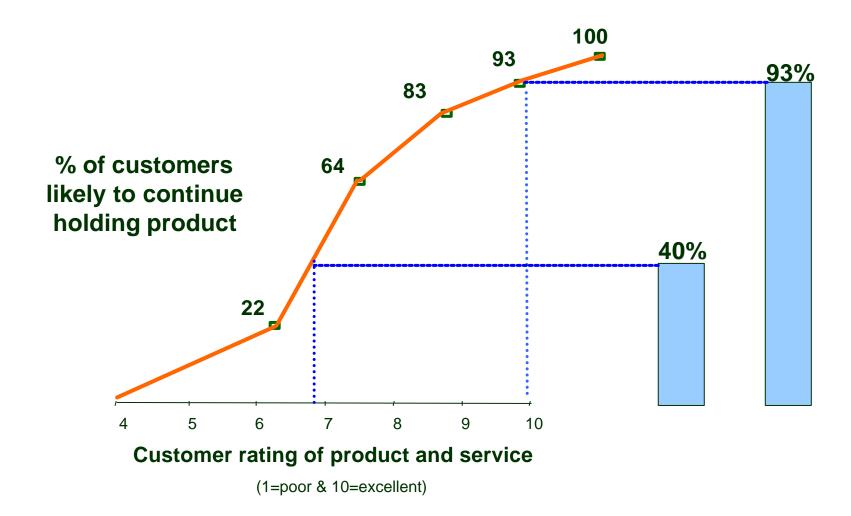
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ROE and EPS growth in top third of peers

#### **Customer satisfaction**

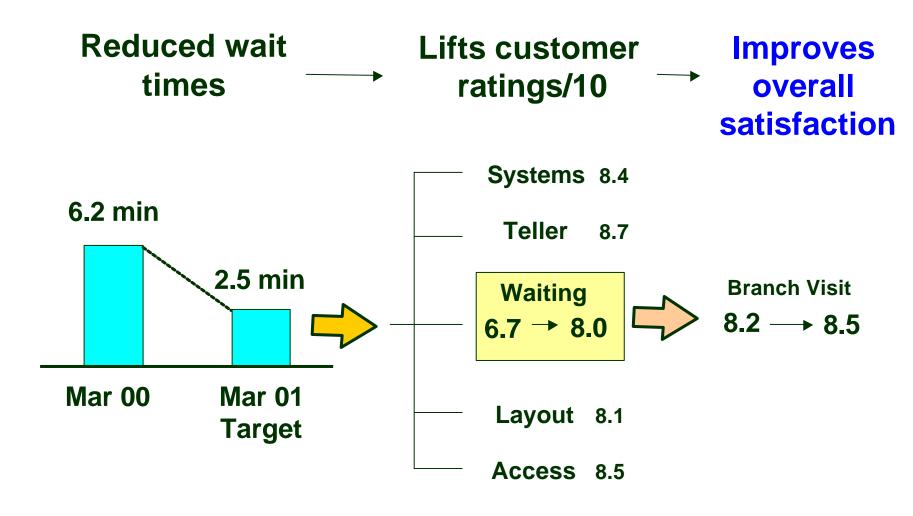




Source: Survey of Suncorp Metway private motor insurance customers (Sept-Oct 99)

#### Lifting customer satisfaction

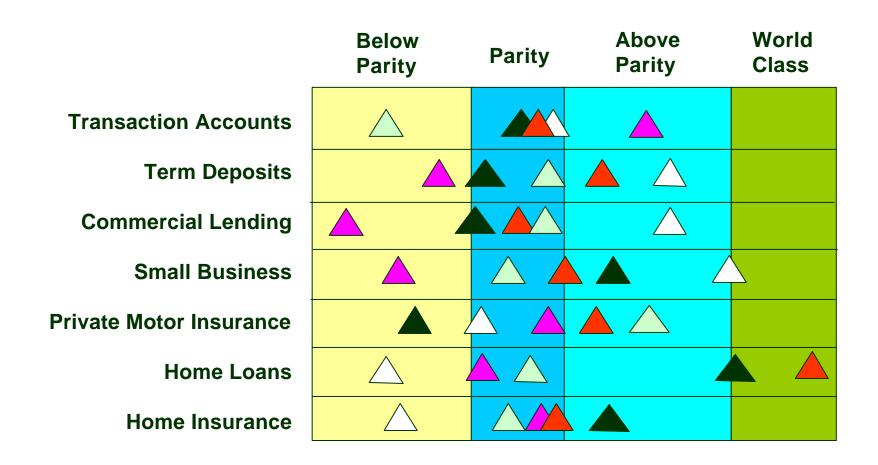




#### **Customer satisfaction**

Competitors:  $\triangle \triangle \triangle \triangle \triangle$ 

(Illustrative)



Our aim is to be ranked #1 in our main product lines



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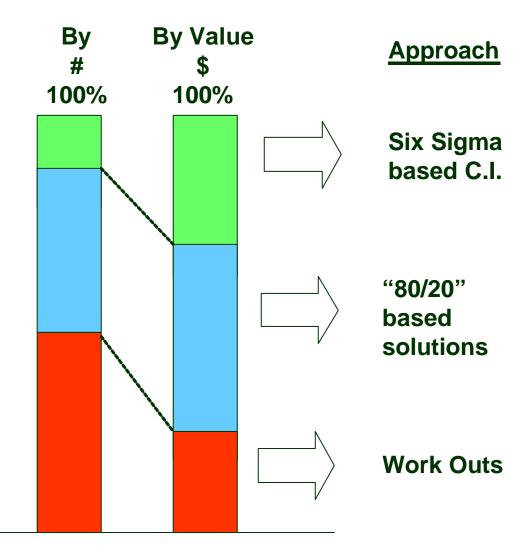
#### **Productivity improvement**





Process problem, some re-engineering needed

Simple problem, tough bureaucracy



Changes led by staff - bottom up approach



#### **Goals Going Forward**

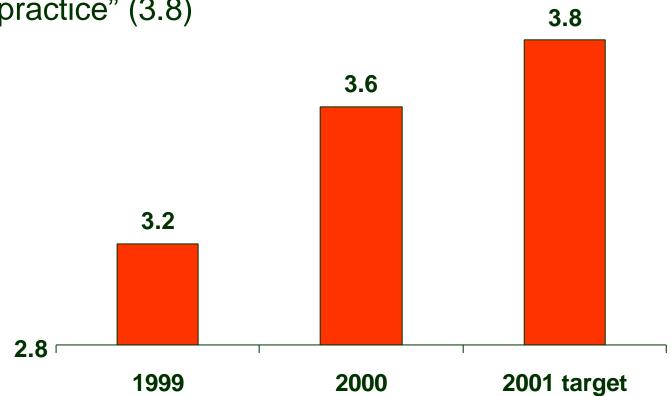
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#### **Employee Satisfaction**



- Direct link to customer satisfaction
- SME target (3.5) achieved for 2000
- Target for 2001 is Australian "best practice" (3.8)







- Successful merger has built a strong base
- Significant opportunities for 'above system' growth
- Key to strategies is the execution, not the idea
- Proven approaches from SME merger & industry being applied