



**Rabobank**

*Media Release  
April 12, 2011*

## ***Rabobank named best agribusiness bank in Australia***

Agricultural banking specialist Rabobank has been named the best agribusiness bank in Australia by the independent Merrill Lynch Business Banking Review. It is the sixth year Rabobank has achieved this rating.

The Merrill Lynch review – which rates the performance of the leading banks/financial institutions providing banking services to the Australia rural sector – once again judged Rabobank “still a clear leader.”

“Looking across a range of franchise measures incorporating service, advice, product, response and growth momentum, we rate Rabo the strongest agribusiness franchise,” the review states.

“Rabo dominates most elements of the customer value proposition. It continues to rank #1 across the majority of our measures.”

The bank was also shown to have the most positive business momentum, recording the strongest growth in market share.

Rabobank general manager Country Banking Australia Peter Knoblanche said the latest Merrill Lynch review showed Rabobank had further cemented its position as the top-ranked provider of agribusiness banking services in Australia.

“Rabobank’s consistent ranking as best agribusiness bank in Australia in the past six consecutive Merrill Lynch Business Banking Reviews really does bear out the importance of our specialist focus on, and commitment to, the agricultural sector,” he said.

“Rabobank lives and breathes food and agribusiness and our knowledge and specialisation in this area is reflected in the service and support we provide to our clients.”

The world’s leading food and agribusiness bank, Rabobank is one of Australia’s foremost rural lenders and a major provider of corporate financial services to the food and agribusiness sectors. Internationally, the bank has more than 110 years’ experience providing banking services to businesses involved in food and agribusiness.

In the area of **customer service**, the review found Rabobank “ranks the best in class across all measures”.

“Rabo ranks best on relationship management and satisfaction. On the level of contact, it continues to set the bar high,” the Merrill Lynch review says.



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Rabobank continued to outperform in the **advice** area, including provision of access to agri specialists, banker expertise, understanding of customer business and sound banking advice.

The bank also ranked highest over on **product** offering and “again leads the way in terms of **response** and **flexibility**”, according to the review.

In terms of **growth** in the rural lending market, the review found the “key trend is an upward shift in Rabobank”. The report also notes “a bank that is delivering of exceeding customer expectations is extremely powerful as a growth proposition”.

The latest Merrill Lynch Business Banking Review uses data based on 12 months to September 2010, by TNS.

*Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world's leading specialist in food and agribusiness banking. Rabobank has more than 110 years' experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 48 countries, servicing the needs of approximately 10 million clients worldwide through a network of close to 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia's leading rural lenders and a significant provider of business and corporate banking and financial services to the region's food and agribusiness sector. The bank has 88 branches throughout Australia and New Zealand.*

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