



Rabobank

**Media Release
March 21, 2014**

Rabobank Australia appoints new media agency

Rabobank Australia has appointed ZenithOptimedia as its new media planning and buying agency, following a recent review of the bank's external media partners.

Rabobank Australia & New Zealand general manager Marketing and Communications Renee Amor said the choice to move media planning and buying to global ZenithOptimedia aligned with the bank's strategic priorities to integrate marketing and communications across its brands in Australia. Rabobank's media planning and buying had previously been undertaken by Initiative.

Ms Amor said ZenithOptimedia's culture was very well aligned to the core cultural values of Rabobank Australia and New Zealand Group.

"The decision to move media planning and buying agencies followed a comprehensive review of our requirements and was made after considerable deliberation," she said.

"Initiative has done an excellent job in helping to grow both the Rabobank and RaboDirect businesses to exceed business targets consistently year-on-year for the past several years, however we felt the time was right to start looking at our advertising strategy with fresh eyes."

Part of the world's foremost food and agribusiness banking group, Rabobank is one of Australia's leading rural banks and also operates RaboDirect, an online savings and investment banking service in both countries.

Rabobank globally has relationships with Initiative and ZenithOptimedia.

Ms Amor said Rabobank's media planning and buying would transition across to ZenithOptimedia in coming weeks for an official start date of July 1.

ZenithOptimedia CEO Australia and New Zealand Ian Perrin said: "ZenithOptimedia is absolutely delighted that Rabobank has chosen us as their media partner. In doing so they have recognised the opportunity created by our unique approach to open communication solutions.

"Having been Australia's most successful new business agency in 2013, it was important that we kept the momentum going into 2014. Rabobank couldn't be a better statement of intent."

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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 42 countries, servicing the needs of more than nine million clients worldwide through a network of more than 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 93 branches throughout Australia and New Zealand.

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