

R E T H I N K



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St.George Margin Lending achieves \$1bn

St.George Margin Lending (SGML) today announced the achievement of a \$1bn margin lending book. This landmark has been reached through phenomenal growth in the last twelve months.

Head of Margin Lending, Mr Andrew Black said, "In the 12 months to September 03, margin lending has grown in Australia at a rate of approximately 9.5%*. In the same period, St. George Margin Lending has experienced growth in excess of 20%, pushing us over the \$1bn mark in October. Our market share is now in excess of 9%."

Mr Black credits a combination of excellent product and service features for the strong growth of the SGML book. 'In addition to being awarded the Personal Investor Margin Lender of the Year, we have been awarded a five star Cannex rating, for the third consecutive time. This is in recognition of not only having one of the most flexible products in the market, but in providing exceptional service for both our advisers and clients. Awards such as these give both consumers and advisers a measure of confidence when selecting a gearing product.'

The channel through which this growth has come has begun to adjust over the last six months. "Brokers have traditionally been the first to employ margin lending when the market begins to pick up," Said Mr Black. "That was certainly the case with St.George Margin Lending earlier in the year. What we are finding now is that financial planners are jumping on board and embracing gearing, as the market continues to strengthen."

The outstanding growth of the SGML book follows the release of six enhancements in the last twenty-four months; Protected Loans, Savings Gearing, Call Options, Internet Access, Two Minute Loan Approval and the Planner Assist website.

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