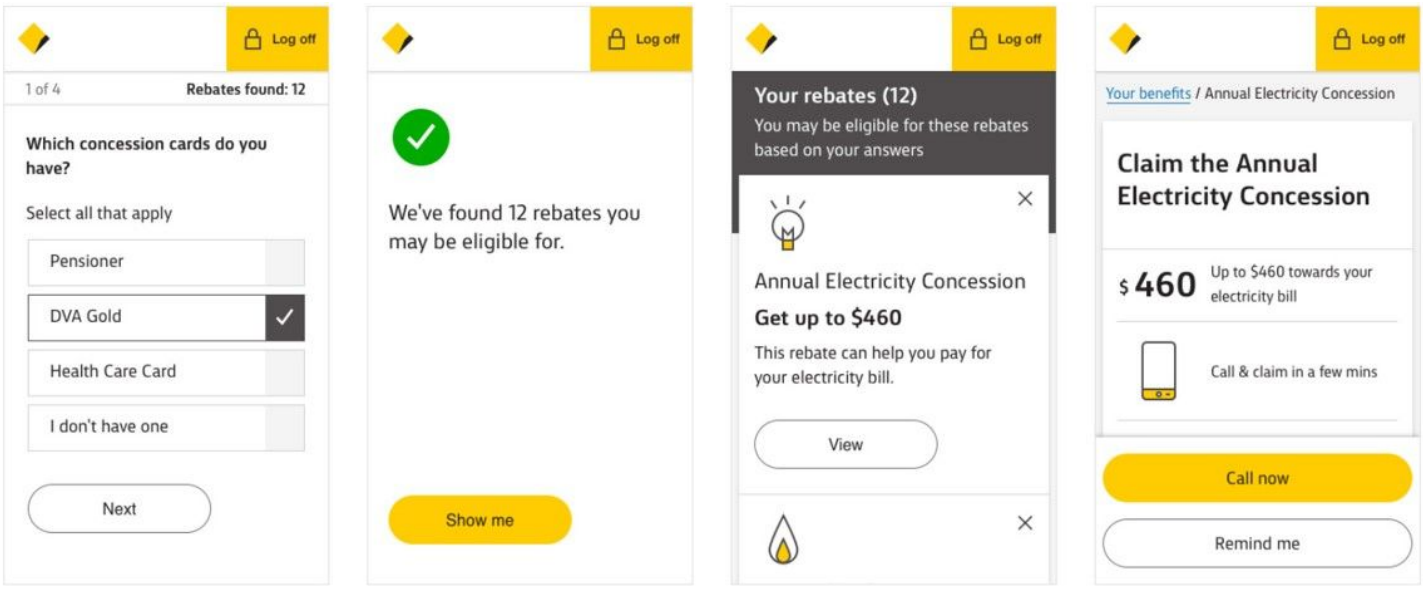
New CommBank app feature connects customers to over 250 potential benefits and rebates for them to save money with

Australia *September, 2019*

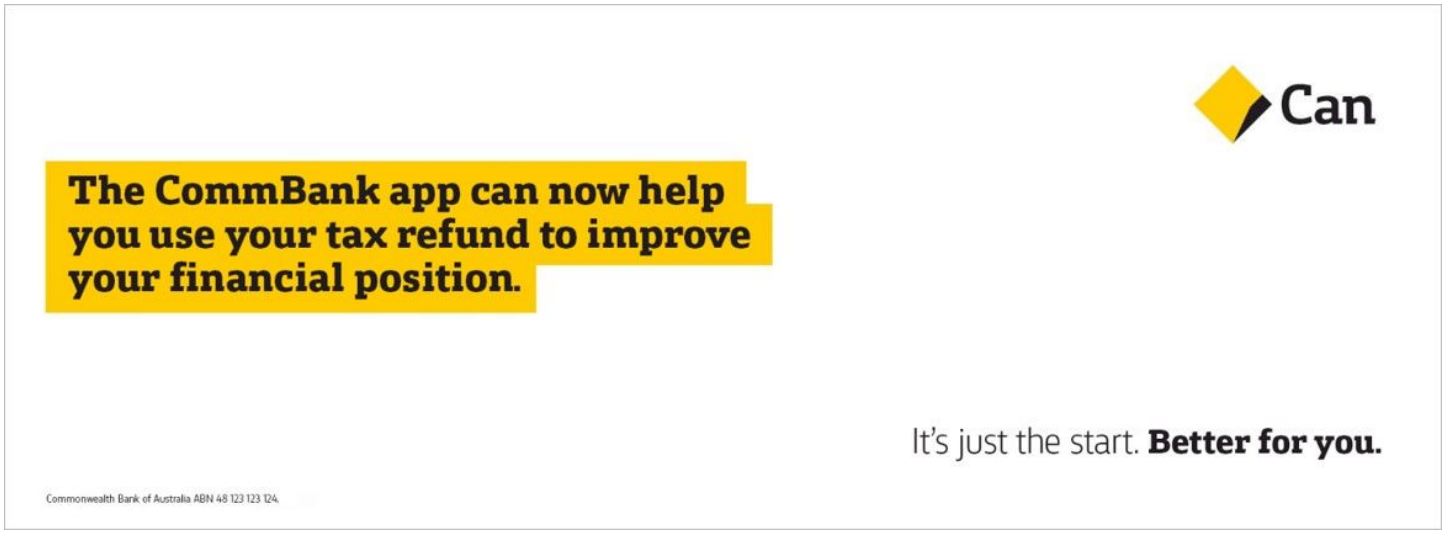
Commonwealth Bank's July 2019 app update included 'Benefits Finder' that helps users to find benefits, rebates and concessions they may be eligible to claim on simply by starting off answering four questions on the app. Now to help promote this feature, CommBank followed up on September 16th with a release stating that Australians are currently unclaiming an estimated $10 billion in benefits available to them.

"We're determined to help our customers claim the benefits and rebates they are entitled to. Collectively these can add up to a significant amount per household, leaving more money to help pay for everyday expenses and to save for the things that matter," said CBA's chief digital, Pete Steel.

"Whether it's claiming a car registration rebate or money off a utility bill, Benefits Finder uses data capability and machine learning to put potential entitlements in front of customers at the right time, and then nudges them to start a claim."



This feature certainly underlines the banks 'Better for you' positioning. Circulating this month is this related app-focused print ad drawing, while not explicitly calling out the 'Benefits Finder' does infer the benefit and functionality.



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