

MyState Bank appoints Customer Advocate

Hobart, Friday, 31 March 2017: MyState Limited (ASX:MYS), the banking and wealth management group, today announced the appointment of Melanie Rottier to MyState Bank's newly created position of Customer Advocate which will provide a review option for MyState customers outside of standard review processes.

Ms Rottier will report directly to MyState's Chief Risk Officer Mandakini Khanna, will be independent from the bank's existing complaints resolution process and put herself 'in the shoes of customers'.

Ms Rottier will be responsible for reviewing disputes escalated by MyState Bank customers. As well as advocating for customer interests, she will review the outcomes of complaints to proactively look to improve areas where customer concerns are raised.

Ms Rottier joined MyState in 2008 and has held managerial roles in both the retail and the operational sides of the business.

Ms Rottier said she was committed to ensuring MyState customers received fair and equitable banking outcomes and was pleased to have played a role in the development of the Australian Bankers Association's Better Banking Initiative.

"At MyState we understand that banking is central to the biggest decisions many of our customers make. Customers come to us when they want to buy a house, start a business and protect their families. Having a Customer Advocate, independent from usual processes, will help us have a stronger focus on consistently delivering great customer outcomes," she said

MyState's Managing Director and Chief Executive Officer, Melos Sulicich, said: "Delivering the best banking experience possible to our customers lies at the heart of MyState's values and we are delighted that Melanie will now be our Customer Advocate. Her retail and operations experience, strong interpersonal skills and commitment to delivering a positive customer experience make her ideally suited for this role," he said.

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About MyState Limited

MyState Limited is the ASX-listed non-operating holding company of the diversified financial services group consisting of MyState Bank (including The Rock – A division of MyState Bank) and Tasmanian Perpetual Trustees, a trustee and wealth management company. MyState Bank is regulated by the Australian Prudential Regulatory Authority. MyState Bank and Tasmanian Perpetual Trustees hold Australian Financial Services Licences issued by the Australian Securities and Investments Commission.