

MELBOURNE: A LEADING FINANCIAL SERVICES MARKET

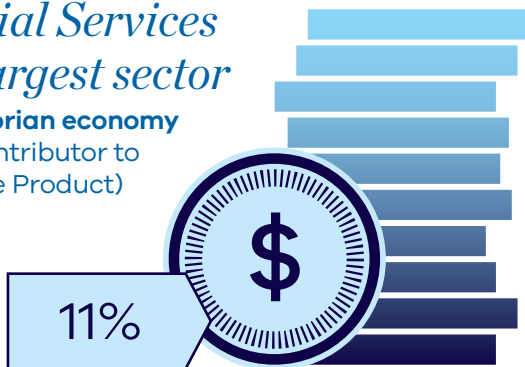
Melbourne has a long established, well regulated and diversified financial services sector. Its competitive reputation is based on a highly skilled professional workforce, a world-class education system, a sophisticated banking industry, large asset management sector and first class regulatory framework.

Financial services play a vital role in the Victorian economy accounting for 11 per cent of Gross State Product, the largest contribution of any sector, employing over 115,000 Victorians.

The contribution of the financial services sector to economic growth and output is even more important than these measures suggest. The financial services sector is at the core of the Victorian economy, providing a range of specialised services that other industries rely on so they can function efficiently and remain competitive.

Financial Services is the largest sector

in the **Victorian economy**
(largest contributor to
Gross State Product)



OVER



115,000 PEOPLE EMPLOYED

IN THE VICTORIAN FINANCIAL
SERVICES SECTOR



SOPHISTICATED BANKING SECTOR

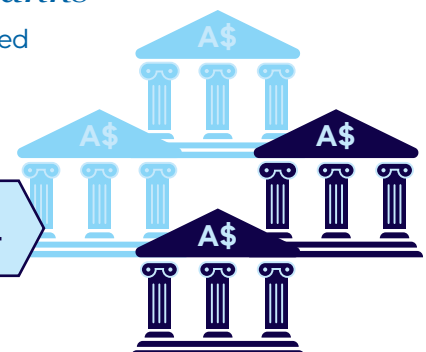
Two of the four major Australian global banks, NAB and ANZ, are based in Melbourne, with Westpac and the Commonwealth Bank of Australia also having significant operations in Melbourne. The four major banks in Australia all rank in the top 20 of the world's 50 safest banks, and are amongst the most profitable banks globally.

Bendigo and Adelaide Bank, the largest regional bank in Australia, is also headquartered in Victoria, as are a number of important foreign-owned financial institutions.

Two of Australia's global Big Four Banks

are headquartered
in Melbourne –
ANZ and NAB

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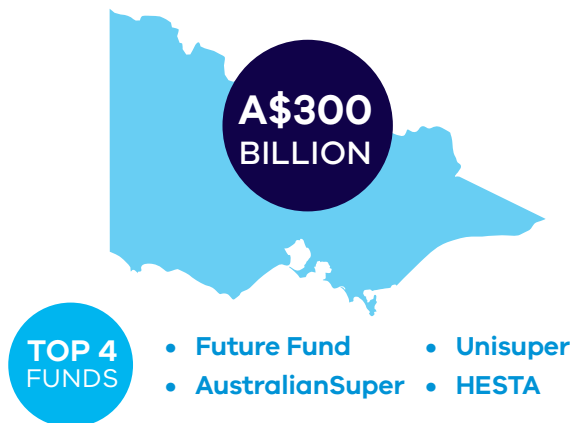
FOREFRONT OF AUSTRALIA'S PENSION INDUSTRY

Melbourne is at the forefront of Australia's superannuation and asset management industry. Australia has the world's fourth largest pension market valued at US\$1.6 trillion and has experienced one of the highest growth rates of pension fund assets in the world. Australia's pension assets rose to 126 per cent of GDP in 2016, up from 104 per cent a decade ago.

Melbourne is home to six of Australia's top eight largest industry superannuation funds in Australia. AustralianSuper, Australia's largest industry superannuation fund with A\$120 billion funds under management is headquartered in Melbourne.

Melbourne is also home to the Future Fund, Australia's sovereign wealth fund with A\$140 billion in funds under management and the State Government owned wealth fund, Victorian Funds Management Corporation.

VICTORIA'S TOP 4 FUNDS MANAGE



ASSET MANAGEMENT IS SUPPORTED BY A SOPHISTICATED SERVICES SECTOR

A critical dimension to the success of the asset management sector in Victoria is a strong and sophisticated services sector. Melbourne is home to a number of leading asset consultants, legal and accounting services and two of Australia's largest trustee companies.

A LEADING INSURANCE SECTOR

Australia's largest health insurers, Medibank Private and BUPA Australia, are headquartered in Melbourne. They control more than half of the health insurance industry in Australia.

Melbourne is home to

six of the top eight largest industry superannuation funds in Australia



MELBOURNE'S FINTECH STARTUPS ARE GAINING ATTENTION

Melbourne has an emerging Fintech startup landscape across the full spectrum of Fintech areas, with many new emerging startups as well more established successes. The Melbourne meet-up group has over 2,200 members and is holding many information events. Melbourne is also home to a growing number of innovation hubs and co-working spaces, and there is strong industry support for the industry with high levels of collaboration and a strong culture of knowledge-sharing.

WHY MELBOURNE

- Strong economy (AAA credit rating).
- Two of Australia's global Big Four banks.
- Six of the top eight largest industry superannuation funds.
- Excellent business support services.
- High quality of life (voted the most liveable city in the world six years running by the Economist Intelligence Unit).
- World class regulatory and legal system.
- Strong tertiary education sector and talented graduate pool.
- Global connectivity with strong IT and technology sector.

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