



**MEDIA RELEASE**

11 May 2017

## **Heartland Bank partners with online livestock platform StockX**

Heartland Bank has partnered with online livestock trading platform StockX to provide its customers with direct access to the bank's livestock finance platform, [www.openforlivestock.co.nz](http://www.openforlivestock.co.nz), while they are considering livestock purchase and finance options.

Heartland Bank's Head of Rural, Ben Russell, says the StockX partnership has been driven by the bank's focus on providing customers with speed and certainty in their loan application experience, a key objective of Heartland's digital strategy.

"StockX is an online livestock trading platform for New Zealand farmers who we know are increasingly accessing information, and seeking to transact, online.

"Now, StockX customers can apply for livestock finance with Heartland Bank directly from the StockX website in real time, as they consider their livestock purchase options," says Ben Russell.

Finance applications take a couple of minutes, with an immediate decision\* so farmers can make livestock purchase decisions on the go.

"Timing is critical in agriculture, particularly in livestock production and trading, which is why we're confident the StockX and Heartland Bank partnership will enable farmers to purchase and finance livestock quickly and efficiently, without compromising sound and considered purchase decisions," he adds.

Russell acknowledges that farmers have a wide range of choice in how they purchase, market and finance livestock, and says online platforms like StockX and [www.openforlivestock.co.nz](http://www.openforlivestock.co.nz) increase choice for all participants in the industry.

Managing Director of StockX, Jason Roebuck is delighted to be able to offer clients an online finance option directly from the StockX website.

"While our clients are free to finance their livestock however they wish, we wanted to provide them with an online option that aligned with our digital strategy and Heartland and [www.openforlivestock.co.nz](http://www.openforlivestock.co.nz) were the obvious choice."

**– Ends –**

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**Note to Editors:**

\*While the loan application and decision are made online, loan approvals are subject to verification of information provided and loan documentation being entered into.

**About Heartland Bank**

Heartland Bank Limited is a New Zealand registered bank (NZX:HBL) that recognises, and is responding to, the changing banking sector. Its early strategic focus was product-centric; delivering innovative banking products to market segments underserved by the other banks. Now, in the next phase of its strategy, Heartland is focused on the channels to deliver its products with an emphasis on digital distribution. Heartland has launched a number of digital platforms (including [www.openforbusiness.co.nz](http://www.openforbusiness.co.nz) and [www.openforlivestock.co.nz](http://www.openforlivestock.co.nz)) that deliver a fast and simple customer experience. Visit [www.heartland.co.nz](http://www.heartland.co.nz)

**About StockX**

StockX is an online livestock trading platform that is building towards becoming New Zealand's leading agricultural marketplace – offering farmers, processors, and transport companies a safe and secure online, national sales platform. With no intermediaries, value is maximised through direct transactions with lower costs of sale through reductions in commissions, fees and transportation costs. It is free to register, list livestock for sale or livestock wanted, with the only cost being a 2.5% commission on sold stock. Next stage developments include platforms for prime stock, stud stock, transport and market data financing. StockX is pleased to partner with a bank that has an aligned digital strategy and customer focus. Visit [www.stockx.co.nz](http://www.stockx.co.nz)