



MEDIA RELEASE

11 May 2018

Heartland Bank teams up with NZ Young Farmers

Heartland Bank has teamed up with NZ Young Farmers in a bid to support young people at the forefront of the rural industry.

The agri-food sector is a vital part of New Zealand's economy and needs young, talented people to fuel it into the future.

"NZ Young Farmers is an impressive organisation with a footprint of 80 clubs," said Chris Cowell, Head of Rural at Heartland Bank.

"It provides young people with information, advice, training and networking opportunities, and Heartland is excited to be part of the wider team."

Partnering with NZ Young Farmers gives Heartland an opportunity to get its livestock finance in front of the young people, who are part of the next rural generation.

"We're immensely proud of our livestock finance products, which trade under the Open for Livestock banner," said Chris.

"We want to raise awareness of how they can help give young farmers a leg-up, whether it be buying cattle or sheep for trading, or entering the dairy industry as sharemilkers."

NZ Young Farmers said it was proud to be partnering with a company whose heritage was firmly planted in rural New Zealand.

"Heartland's roots stretch back to 1875 when the Ashburton Permanent Building and Investment Society was created," said NZ Young Farmers Chief Executive Terry Copeland.

"The bank is a big supporter of rural communities and we believe it will be an excellent fit with our organisation."

Heartland said its Open for Livestock platform had been designed with speed and simplicity in mind.

HEARTLAND BANK

“We know farmers are busy and that sometimes opportunities present themselves without warning, which is why we offer a simple online application process,” said Chris.

“With Open for Livestock, farmers can apply for 100% stock finance any time, on any device and get a decision within minutes.”

Ends

For more information please contact:

Chris Cowell
Head of Rural
Heartland Bank
021 337 875
Chris.Cowell@heartland.co.nz

Terry Copeland
Chief Executive
NZ Young Farmers
021 360 633
Terry.Copeland@youngfarmers.co.nz

About Heartland Bank

Heartland Bank Limited is a New Zealand operated and managed bank that is listed on the NZX Main Board (NZX:HBL) with approximately 11,000 shareholders. It offers savings and investment products; is the market leader in reverse mortgages in both New Zealand and Australia; and provides business and rural lending. Heartland is proud of its Kiwi heritage and the fact it provides a first-class customer experience whether it's online, over the phone, or in person. It's currently focused on the channels to deliver its innovative banking products, with an emphasis on digital platforms that deliver a fast and simple customer experience. Visit www.heartland.co.nz