

# Company Factsheet

## About Heartland

Heartland Group Holdings Limited (NZX:HG) is a financial services group with operations in New Zealand and Australia. Heartland Group Holdings Limited is listed on the NZX Main Board and the ASX Main Board under a Foreign Exempt Listing.

In New Zealand, Heartland Bank Limited is a registered bank that focuses on 'best or only' banking products in three key markets: Household (which includes investment products, consumer lending, reverse mortgages and motor vehicle lending); Business; and Rural.

In Australia, Heartland is a specialist provider of reverse mortgage loans and also provides funding through partners in the Small Business and Consumer Lending sectors.

Since first listing on the NZX Main Board in February 2011, Heartland has successfully progressed through several strategic phases, establishing itself as a specialist financial services group.

### STRATEGIC OBJECTIVE

#### Grow the Core

Focus on growth in our core business including reverse mortgages, motor and small business lending.

#### Develop the Business

Grow new market opportunities through Open for Business, rural lending and Harmony.

#### Grow Australia

Leverage established intermediary reverse mortgage relationships and digital platforms.

### ACHIEVED THROUGH

#### Expanding Distribution

Utilise digital, intermediated and direct channels to ensure we are in easy reach for our customers.

Use of automation to increase efficiency.

#### Customer Focus

Utilise data insights to accurately identify customer intent, driving strong lead generation and conversion and provide a superior customer experience.

#### Growth through Acquisition

Consider acquisition opportunities that are value accretive and deliver innovation or a compelling distribution capability.

### TO CREATE POSITIVE OUTCOMES



Our People



Our Community



Our Customers

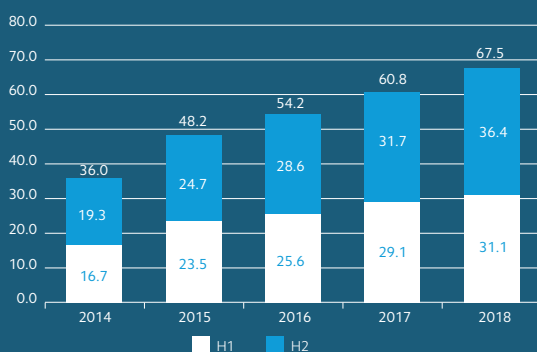


Our Shareholders

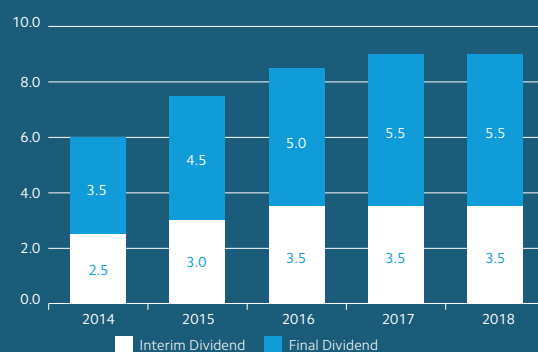


Our Operations

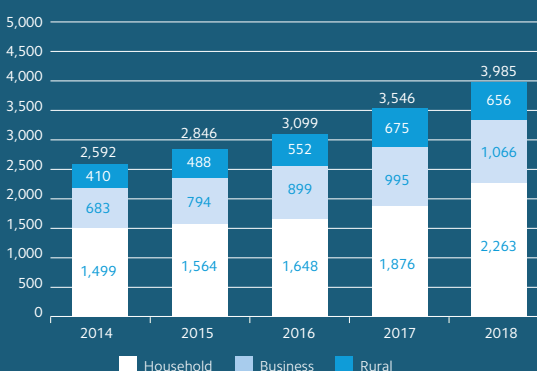
Net Profit After Tax (\$m)



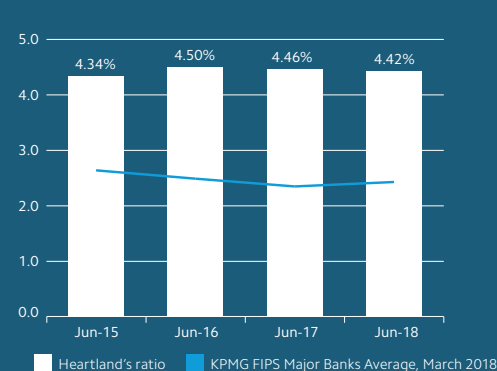
Dividends per share (cps)



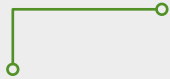
Net Finance Receivables (\$m)



Net Interest Margin



# Our Business



## Business Finance

Net finance receivables up 7%

Finance for small-to-medium sized businesses available online including through Heartland's digital platform, Open for Business.

Working capital and plant and equipment finance distributed through Heartland's relationship managers, partners and intermediaries.

↑ 7%

\$1,066M

BUSINESS

\$4.0<sub>B</sub>

NET FINANCE RECEIVABLES

HOUSEHOLD

RURAL

\$656M

↓ 3%

\$955M



## Rural Finance

Net finance receivables down 3%

Rural loans and livestock finance distributed through Heartland's relationship managers and alliance partners.

Online applications for livestock finance available through Heartland's digital platform, Open for Livestock.





## Reverse Mortgages

### New Zealand

Net finance receivables \$453m, up 12%

Primarily distributed through our Heartland Seniors Finance sales team in New Zealand.

### Australia

Net finance receivables \$677m, up 31%

Distributed through brokers and our Heartland Seniors Finance sales team in Australia.

↑ 23%



## Harmony and other consumer lending

Net finance receivables up 61%

Distributed through intermediary partners and brokers.

Our partnership with Harmony enables Heartland to lend through Harmony's online platform for personal loans.

**Harmony**

↑ 61%



## Motor Vehicle Finance

Net finance receivables up 16%

Distributed through our motor vehicle dealer network to enable customers to access finance at the point of sale.

Available online through Heartland's digital platform for car loans.

Note: These figures exclude \$26m of residential mortgage lending. Results are for Heartland Bank Limited (HBL) as at 30 June 2018, with growth compared to 30 June 2017.

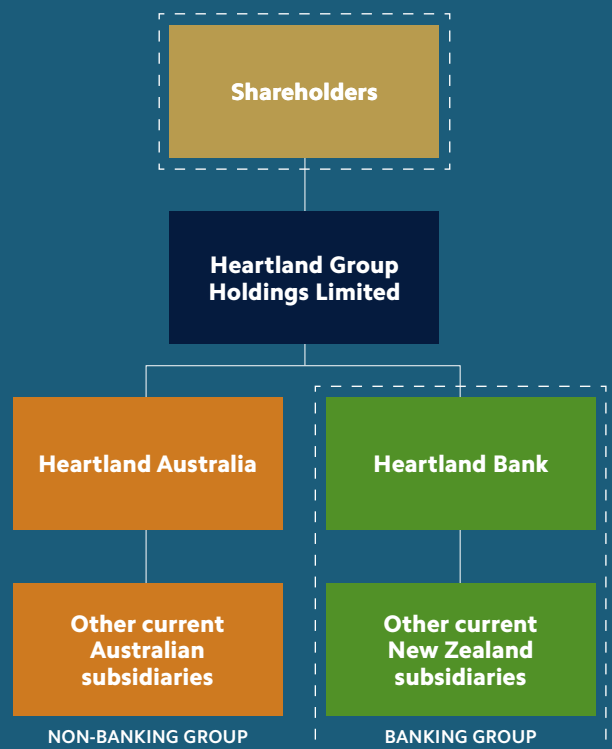
## Corporate Restructure and ASX Listing

On 31 October 2018, Heartland completed a corporate restructure which resulted in Heartland Bank Limited becoming a wholly-owned subsidiary of a new listed parent company, Heartland Group Holdings Limited.

On 1 November 2018, Heartland Group Holdings Limited listed on the NZX Main Board and the ASX under a Foreign Exempt Listing under the ticker code HGH.

The restructure and the ASX listing are significant milestones for the group and provide a more suitable platform for future growth. The restructure removes constraints on growth previously arising from Reserve Bank of New Zealand regulations, and will provide greater flexibility to explore and take advantage of future growth opportunities in New Zealand and Australia outside the banking group. A Foreign Exempt Listing on the ASX is expected to expand the capital sources available to Heartland Group in order to fund growth.

## Group Structure on completion of the restructure (simplified)



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## Share Information

NZX/ASX code	HGH
First listed on NZX	1 February 2011 (HBL), 1 November 2018 (HGH)
First listed on ASX	1 November 2018 (HGH)
Share price at 23 November 2018	NZ\$1.47
Shares on issue at 23 November 2018	565,429,869
Market capitalisation at 23 November 2018	\$831,181,907
Average daily trading for 90 days to 23 November 2018	359,795 shares
Share price low/high for 12 months to 23 November 2018	NZ\$1.43/NZ\$2.14
Financial year end	30 June
NZX industry sector	Finance & Other Services
Indices	NZX 50, NZX 50 Portfolio, NZX MidCap, NZX All, ASX All

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## Research Coverage

Company	Analyst	Email
Deutsche Craigs	Wade Gardiner	wade.gardiner@craigsip.com
First NZ Capital	Greg Main	greg.main@fnzc.co.nz
Forsyth Barr	Hayden Strickett	hayden.strickett@forsythbarr.co.nz
Macquarie	Stephen Hudson	stephen.hudson@macquarie.com
UBS	Jeremy Kincaid	jeremy.kincaid@ubs.com

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## Directors

### Heartland Group Holdings Limited

Geoffrey Ricketts (Chair)  
Gregory Tomlinson  
Sir Christopher Mace  
Ellen Comerford  
Jeff Greenslade

### Heartland Bank Limited

Bruce Irvine (Chair)  
John Harvey  
Vanessa Stoddart  
Graham Kennedy  
Geoffrey Ricketts  
Ellen Comerford  
Jeff Greenslade

### Heartland Australia Group Pty Ltd

Ellen Comerford (Chair)  
Geoffrey Ricketts  
Gregory Tomlinson  
Jeff Greenslade

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## Strategic Management Group

<b>Jeff Greenslade</b>	Chief Executive Officer
<b>Chris Flood</b>	Deputy Chief Executive Officer
<b>Laura Byrne</b>	Chief People & Culture Officer
<b>Grant Kemble</b>	Chief Risk Officer
<b>David Mackrell</b>	Chief Financial Officer
<b>Rochelle Moloney</b>	Chief Marketing & Communications Officer
<b>Sarah Smith</b>	Chief Technology & Enablement Officer
<b>Lydia Zulkifli</b>	Chief Digital Officer

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## Contact Details

### Shareholder contact details:

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**E** [shareholders@heartland.co.nz](mailto:shareholders@heartland.co.nz)

**W** [www.heartland.co.nz](http://www.heartland.co.nz)

### Share Registry:

Link Market Services Limited  
Level 11, Deloitte House  
80 Queen Street  
Auckland 1010

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**F** 09 375 5990

**E** [enquiries@linkmarketservices.co.nz](mailto:enquiries@linkmarketservices.co.nz)

**W** [www.linkmarketservices.co.nz](http://www.linkmarketservices.co.nz)