



MEDIA RELEASE

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## Link Group and ME enter strategic partnership

### *Combined connectivity initiatives to increase member engagement*

SYDNEY and MELBOURNE – Leading superannuation administration, data analytics and registry company Link Group and industry super fund-owned bank ME today announced a strategic partnership to jointly deliver integrated innovations for superannuation funds.

The partnership will leverage Link Group's technology platform to improve the customer journey for fund members by offering greater integration between their banking and superannuation. This technology platform is part of Link's Information, Digital and Data Services division.

A central objective of the partnership is to develop a single, integrated view of members' superannuation details within ME's mobile banking app. Future plans will enrich the user experience for fund members who bank with ME, by utilising Link's technology platform and data insights gained from the partnership to offer a more personalised, tailored banking and superannuation experience.

Link Group Information, Digital and Data CEO Paul Gardiner said: "We are excited to be in partnership with ME. Innovation is key to our success and this partnership with ME allows us to bring together banking and superannuation to help funds further engage with their members and ultimately help improve member retention."

ME Chief Marketing Officer Rebecca James said: "We always think outside of the box when it comes to future innovation, and we're looking forward to working with Link to bring some of these ideas to life and help drive member engagement for our industry super fund owners."

### **Ends**

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### **About Link Group**

Link Group comprises four core businesses: Funds and Administration, Information, Digital & Data Services, Corporate Markets and Property Services. Link Group's Pension & Superannuation business is Australia's most innovative superannuation administration provider, providing services to more than 70 funds, 10 million members, and over 1 million employers. Link Group's Information, Digital & Data Services business provides specialist technology and software solutions, including market-leading data analytics solutions through

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subsidiary Empirics. Link Group's Corporate Markets business is a global share registry and investor relations business supporting over 1,500 listed companies, including a number of Australia's largest companies, and globally manages in excess of 22 million shareholders.