

19 November 2013

Manager of Company Announcements
ASX Limited
Level 5, 123 Eagle Street
Brisbane QLD 4000

Wide Bay Australia Ltd (WBB) – Market Presentation & Update

Please find attached a presentation which provides a review of the economic environment, corporate structure and strategic progress of the company. The overview will be presented at today's Annual General Meeting.

Yours sincerely,



Martin Barrett
Managing Director



**wide bay
australia**

MANAGING DIRECTOR'S PRESENTATION
MARTIN BARRETT

ANNUAL GENERAL MEETING

19th NOVEMBER 2013

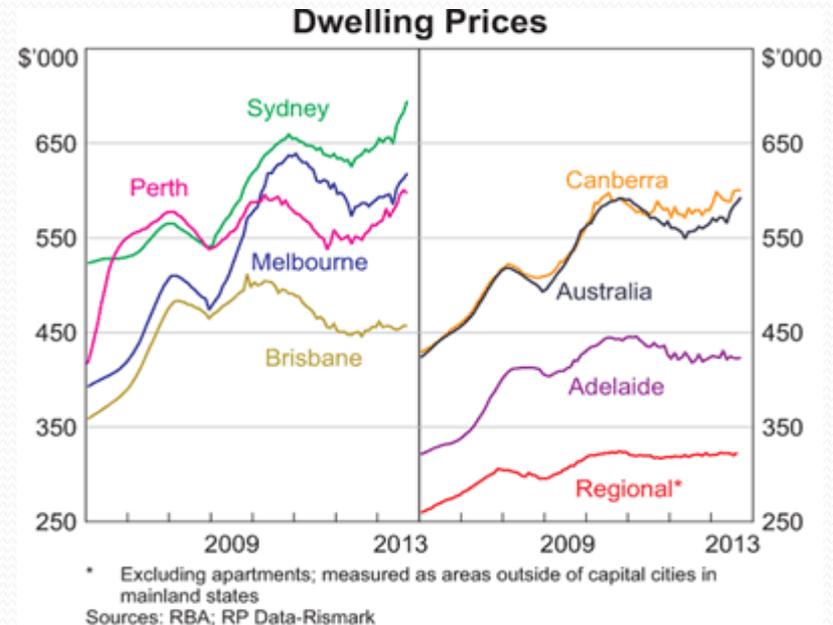
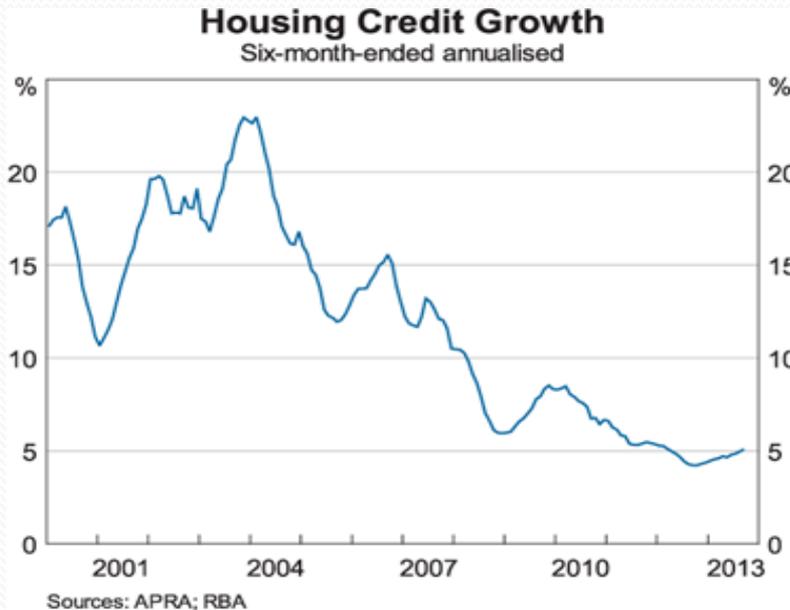
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OUTLINE

- The Macro Environment
- Re-Positioning & Priorities
- Early Progress
- Our Structure
- New capabilities
- Summary

THE MACRO ENVIRONMENT

- Subdued housing market



THE MACRO ENVIRONMENT

- Economic conditions have required record low interest rate settings
 - Accelerated repayments
 - Strong competition
 - Regulatory concern
- Natural disasters have impacted our core region

RE-POSITIONING TO GROW

- Establish the new strategic direction for Wide Bay – a core business focus

- Tidy up the balance sheet

PRIORITIES



EARLY PROGRESS

Strategic Plan to the Board – May 2013	✓	Sales & Product training	underway
New leadership structure	✓	Personal Loans – June 2013	✓
Establish HR Department	✓	Recruit high quality lenders	ongoing
Clearly established KPI's	✓	Simplify existing products	✓
Review costs – personnel, branches & acquisitions	✓	Lender incentive program	✓
Enhanced operating system	underway	Sharpen third party offering	ongoing
Mobile App	✓	Increase Insurance cross sales	✓
Branch refurbishment	underway	Dedicated 3 rd Party channel	✓
Business Banking	On track		

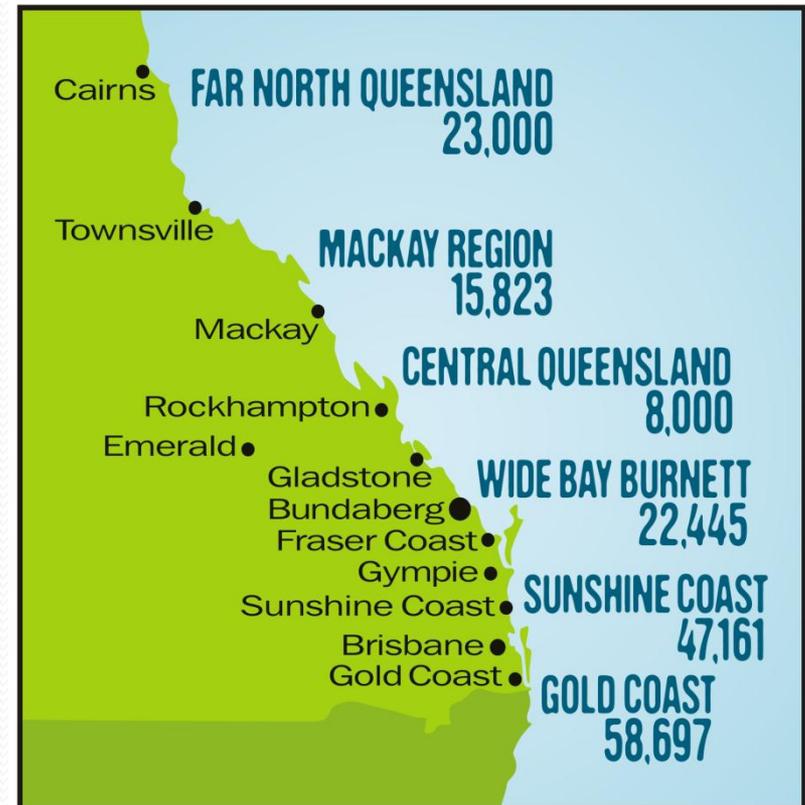
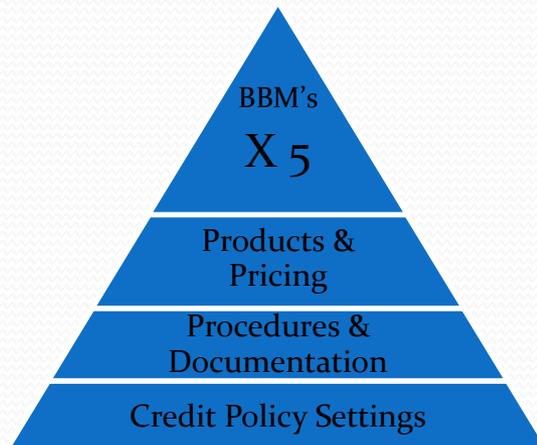
OUR STRUCTURE

Managing Director
Martin Barrett



NEW CAPABILITY : BUSINESS BANKING

- SME market
- Core region focus
 - Leverage distribution
 - Local knowledge
 - Big Bank dissatisfaction
- 5 year goal – 10% of asset base



NEW CAPABILITY

3rd Party & Strategic Alliances

Previous	Future
Attracting low volume per FTE	Volume to increase x 2
Attracting lower quality deals	Improved quality
Combined Lender Model	Dedicated channel & focus
Uncertain strategic approach	Clear strategy 40/60 focus

IMPROVING OUR DISTRIBUTION

- Branch Revitalisation Program



- Introduction of Sales Specialists
- Credit Training for Lenders
- KPI's

SUMMARY

- We are focused on the core business and getting the fundamentals right - providing opportunity for growth
- Loan Book and Investment issues have been identified and provided for
- New strategy mapped and implementation is underway
- Outlook is positive (external pressures remain)