

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



MANAGING DIRECTOR'S PRESENTATION
MARTIN BARRETT

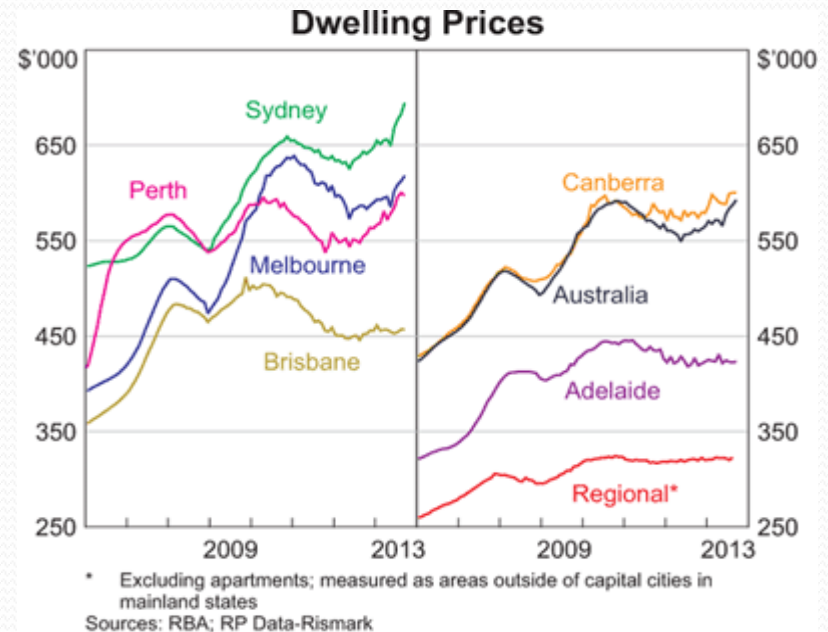
ANNUAL GENERAL MEETING
19th NOVEMBER 2013
11:00AM

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

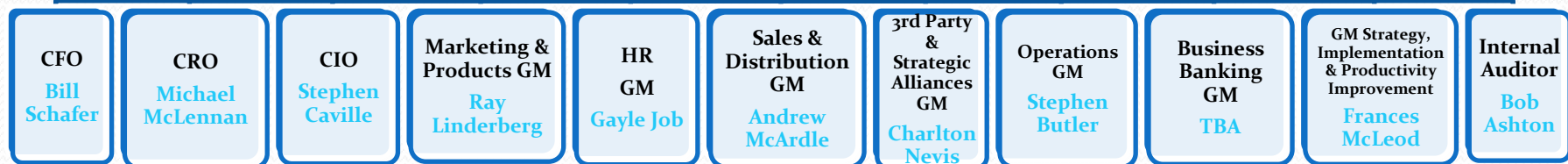


EARLY PROGRESS

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		

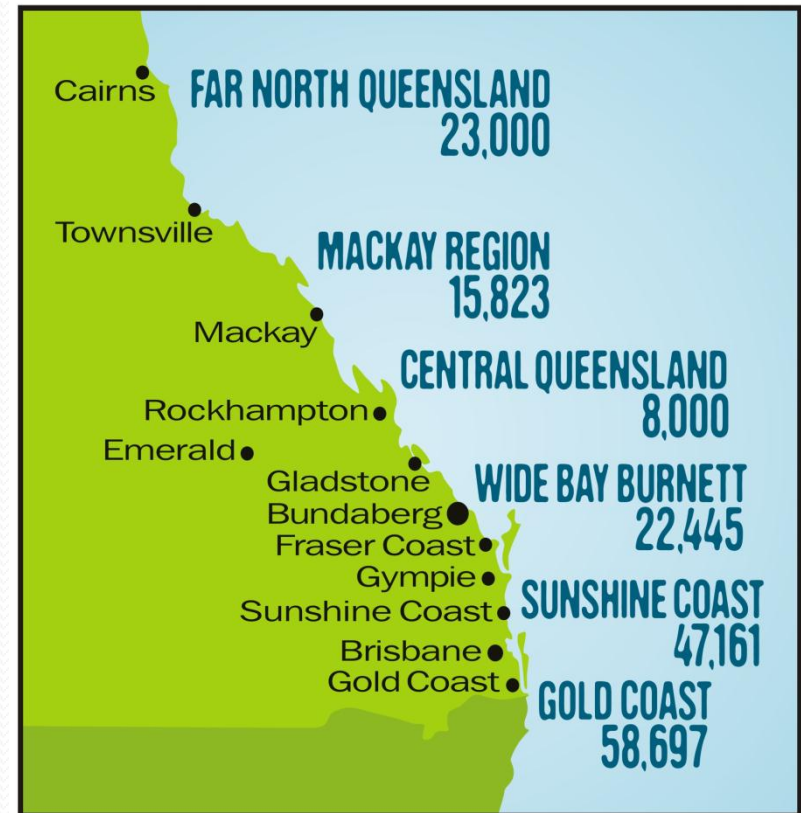
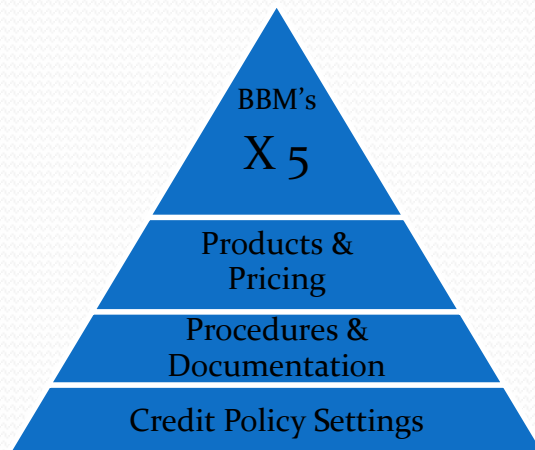
OUR STRUCTURE

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)